

9, 1920

SEP 18 1920

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CXII, No. 12 NEW YORK, SEPTEMBER 16, 1920

10C A COPY



A Big Idea In The Candy Industry

THEY'RE right on their toes—those business folks in Chicago. Always broadening their business vision and chock full of courage to back their own ideas.

The Schutter - Johnson Candy Company had a real live idea. They put themselves in the position of the consumer and did some thinking. They found out that the candy lover would appreciate the purity and freshness of candies in sealed packages at popular prices.

And they decided to give the candy lover what he wants: good candy, sealed in an inexpensive package, and sold at a popular price—30 cents a package.

The Schutter idea has been significantly successful from the start. It is based on sound merchandising principles and backed by good advertising. Rapid growth is the inevitable result of these forces.

It has been our privilege to work with the Schutter-Johnson Candy Company from the beginning.

N. W. AYER & SON
ADVERTISING HEADQUARTERS
PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO



Almost One Billion Passengers Annually

THE world's greatest railroad, The Interborough Subway and Elevated System, carried 955,133,110 cash fare passengers for the 12 months ending June 30th, 1920. By the month of March, 1920, the daily average had reached the amazing total of 2,941,849 passengers. A billion a year is truly in sight!

Could anything be more convincing of the great, dominating power of Interborough Subway and Elevated Car Card and Poster advertising?

These interesting, full-colored cards and big, striking posters surround New York City's enormous buying public. No other medium so persistently compels attention; no other advertising is so pleasing to New York's picture-loving public; no other medium reaches so many prosperous people, 2,900,000 daily—"a billion a year in the world's greatest market."

ARTEMAS WARD

Trading as Ward & Gow

50 Union Square

New York City

PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

VOL. CXII

NEW YORK, SEPTEMBER 16, 1920

No. 12

Would Better Merchandising Solve Most of Our Problems?

Most Businesses Could Get on a Much More Solid Foundation if They Would Discard Temporary Expedients for Sounder Principles

By Roy Dickinson

IN a large Eastern city there is a successful wholesale concern in the field of women's ready-to-wear goods. The present head of the concern is an old man. Everybody in his line knows and likes him. It is his personality and his fair business methods—his habit of putting out honest merchandise and treating his customers fairly which have placed his firm on a good financial basis. During the last four months "business has been rotten"—getting worse all the time. The buyers come in, look over the line, ask the price, place a small, a very small, order on one or two styles, and spend the time usually employed in purchasing fall stocks in discussing why the public stopped buying; asking how garments can be produced more cheaply with labor continually demanding more money, and in generally spilling large portions of gloom around the premises.

A member of the third generation, the old man's grandson, had the not too cheerful job of showing the line and listening to the gloom, and as the thing gradually got on his nerves he started doing a little thinking and investigating. Most of the buyers blamed labor for the whole trouble, talked about the vicious economic cycle until it all looked hopeless. How the rapid transit company couldn't exist if it raised wages to meet living costs, and how if it did get the right to increase its fare, it would cost people more to live, sc

they would demand another raise and so on until we all go broke and chaos reigns, and how the labor situation is even worse in the cloak and suit industry. So young Ed (that was the grandson), just five years out of college, decided to look into the labor situation in his own plant.

They were paying the workers about \$75 a week. The big volume of business comes in the first months of the season. Then by rapid creation of styles, fair production could be maintained for a few additional months each season. For almost five months a year the business practically took a vacation. The operators were laid off, but executive and overhead expenses had to be maintained during these dull seasons.

As he figured it, the operators in his place actually worked about thirty-two weeks of the year at \$75 a week, or received a total wage of \$2,400. He talked to several of them about it: heard their side of the other twenty weeks at no pay and what they thought about a business that ran by hops, skips and jumps. He went out to lunch with a few of them and asked them if \$60 a week and a guaranteed employment for fifty-two weeks this year and next year would sound better to them, and most of them said it would. It was decided that if the firm would sign a bond to employ its labor for fifty-two weeks every year, the men he had talked to would guar-

Sept. 16, 1920

Sept.

antee to convince the rest of the force that it was a better deal for them—and they implied that they wouldn't have so much difficulty in doing it.

"Think what that would mean in our business," Ed said to me last week. "We could reduce the price of every suit, stick to staples, and all we would have to do is get some kind of a steady demand. I talked to a man in the advertising business, and he told me we have a real proposition and a big opportunity to trade-mark and advertise a line in the good class of merchandise we put out.

"But when I talked to the old man he said it can't be done because styles change too often. He says if we advertise our leading styles in publications that go all over the country, they'd be out of date before the customer reads the ad, and besides that the department stores insist on having their own labels in the garment. But I'm going after him some more. I'm working nights on a brief. I'm sure you don't have to make a selling appeal on specific styles alone in this business; I think we only need a little nerve to force the issue on labels with the big stores, and I'm beginning to think that unless a man can guarantee to hire his labor for a full year, he'd better get out and let somebody else run the business who can."

He acted much like a man who has made a new discovery, and I hope he keeps the attitude. He may put one over in an industry that needs real merchandising and advertising like a baby needs shoes.

Style, the bugaboo, lack of contact with the public, a total misapprehension of what people want, of how to distribute, disinclination to draw distinctions between temporary expedients and the solid facts of good merchandising, the force of advertising—these things are causing a lot of trouble in industries far removed from the cloak and suit business, but run by men with the same type of mind.

The one I mean won't learn lessons from other industries.

Take the automobile industry on the style question. It isn't very hard to remember when "something new to show 'em at the show" was the great objective: new features and the new yearly model with some extremely noticeable change to make last year's buyer ashamed of his car. The factory men thereafter told the sales department that quantity production to cut down costs, and new "do-funnies" every year, with expensive changes in design, were policies that didn't mix well.

"STYLE" ELIMINATED BY DODGE BROTHERS

The Dodge Brothers have been given credit for taking the yearly model or style policy out of the automobile industry to the everlasting good of the industry. When they brought out their first car it was advertised without reference to models or the "new yearly model," and it is yet. And the Dodge Brothers didn't exactly go broke by having the courage to buck the style or the "it's always been done that way" bugaboo.

Same way in adding machines. Selling new models to old users seemed like the best kind of business—30 per cent of the gross sales were that kind. It looked good to everybody until the advertising department discovered that competitors were selling the new users and thus taking them out of the market. Worse than that, the old customers began to think the company was putting up a job on them. They said the company was changing its models on purpose to get them to buy again. So the style idea has had to be conquered in other businesses in the interests of better merchandising. Teaching the old user and helping him use well the equipment he has, until he really needs better equipment, has been found to be a better sales policy in this and kindred lines—and think of the economic waste it stopped as a by-product.

How about food products? Here is the big apple glut we have been reading about in the papers. Yet I have talked to many people

Saving 250,000 Men

For 41 years the Bowery Mission has been a haven of escape from the vicious things which exist in the densely crowded Bowery section of New York—where tens of thousands of homeless men are packed together, with masses of new immigrant population on all sides.

This remarkable home for the homeless has saved more than 250,000 men; pulled them out of poverty, drunkenness, degradation, crime; put them on their feet—made real men of them.

"It would be impossible for me or any other man to estimate the great good that grows from this institution," said Governor Smith of New York recently.

The Bowery Mission Brotherhood has over 35,000 members living in New York today—sound, able, hard-working American citizens. And there are gold stars on its war service flag for some of the supposedly most hopeless cases the Bowery police had ever known.

The Bowery Mission is another of the Christian undertakings which the 300,000 generous and prosperous Christian Herald families have supported by contributions totaling many millions of dollars.



THE CHRISTIAN HERALD

GRAHAM PATTERSON, Publisher

New York

who eat apples raw or use them in cakes and pies, and they haven't noticed that the glut makes it much easier to get plenty of apples at a reasonable price. There are thousands of children, said a doctor, literally starving for apples in New York City. Twenty miles away they rot on the ground. The trouble, so an expert on the situation tells me, is that the big wholesale buyers are afraid. Due to the exchange rate, few apples will be exported this year. They think there is really over-production. They say they are not satisfied the demand for apples will keep up, so they don't want to buy them and store them in a gamble on future demand. They seem to think it is cleverer to let them rot to restrict the supply.

EASTERN APPLE GROWERS LACK MERCHANTISING FORESIGHT

A little better merchandising might help here. But the Eastern apple growers apparently don't want to learn from the California fruit growers, the walnut growers, cranberry growers or any one of the number of outstanding successes in the field which have pointed the way. It has not occurred to them that by telling people how to use more apples, what apples will do for the health and the score of real selling ideas they could carry over to the public by advertising they could take the gamble out of future demand. Then the wholesalers wouldn't control the market either, and the farmer wouldn't be at the big buyer's mercy. We can add all sorts of food products to the timely apple situation. Farmers in Maryland are going to plow their tomatoes under for fertilizer.

Most of the men in businesses which are kicking about conditions, moaning of the hard times they fear, some of whom are throwing men—the potential consumers of other men's products—out of work, and so out of the class of consumers, are victims of bad merchandising.

Here is a manufacturer who sells grade goods to a converter, who sells to a jobber, who sells to

the garment manufacturer, who sells to another jobber, who sells to the retailer, who eventually sells the ultimate buyer and final user. He gets caught in a speculation and loses money. He curses the hard times, but usually refuses to profit by the experience of another manufacturer in a different line who has had the same problems to solve.

New markets always can be built by men with courage and vision, no matter how involved they may seem to be in a mass of technical business tangles, due mostly to ancient habits and minds closed to new ideas. Corduroy used to be sold by four makers, all of whom went after business on the same plan. Cut quality, cut price, anything, but get the orders. And after getting all the makers to cut quality to make a price, the orders were given. Only they weren't really orders when analyzed. Thirty-four qualities were made. When delivery time came, the customer would demand a different quality from the one delivered and cancel. Advertising put "All-Weather" corduroy in a different position. Instead of seeking the garment manufacturers to sell them, the manufacturer started to seek them to buy the particular trade-marked quality his customers, the public, had been told about.

At the mills it was known exactly what was to be made. They didn't have to run on speculation. They were working to fill definite orders instead of vague promises. Advertising reduced the number of qualities from thirty-four to eight, and it is hoped by the company heads that the quantity will be further reduced to two. The company advertised not merely its material, but the garments made from it. By talking about the value of the boys' suit made of "All-Weather" corduroy, it has jumped over that no-man's land between, so mysterious and fearsome to some manufacturers, and touched the consuming public. Mrs. Johnson, on Main Street, doesn't think of this company as a great impersonal trust, but as the



When father was a boy—

the difference between his home-made kites and the modern box kite was almost as wide as between Langley's "flying bird" and a Caproni bi-plane.

Boys are buying more manufactured products than formerly. No less ingenious than his father, nevertheless the boy today is able to make more use of his time. The many improvements in his work and play tools enable him to go considerably farther in enjoying and profiting from his work and play.

Advertising has assisted the development and profitable distribution of many products for boys. And advertising to boys has

proved its value to manufacturers of an increasingly wider variety of goods which the whole family enjoys.

THE AMERICAN BOY has been one of the most important single factors in the development of the boy market. As a publication exclusively for boys it has built up a great and important following of interested boy readers. Its influence in its field has expanded in its more than 20 years until today more than 500,000 active, progressive American boys read it every year. These boys average 15½ to 16 years old. They are of the age when their influence on the family's life and purchases is greatest.

**THE
AMERICAN BOY**
"The Biggest, Brightest, Best Magazine
for Boys in All the World"

THE SPRAGUE PUBLISHING CO., DETROIT, MICH.

(Member A. B. C.)

Branch Offices:—286 Fifth Ave., New York—1418 Lytton Building, Chicago

A campaign that roused public officials to a long-standing menace

*Creating a sentiment that extends all the way
from the factory laborer to those in high places*

THE danger existed—lives were being needlessly sacrificed—property was being destroyed. In factories, in office buildings and in homes, the old-fashioned exposed knife switch was taking its toll of lives year after year.

Yet men gambled that the “lightning” would not strike where their interests were concerned. Persistent sales effort often failed to change this attitude.

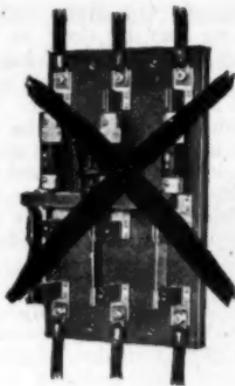
This was the unusual situation that confronted the manufacturers of the new Square D Safety Switch in the Fall of 1919.

True, in two states, Illinois and California—and in various cities, laws and regulations had been passed restricting the use of the dangerous exposed switch. In these communities, sales of the new Safety Switch were large.

But where no such laws existed—throughout the country as a whole—the market presented serious difficulties.

The old type of exposed switch had long been a standard part of electrical installations. Supply houses sold it as a staple. Since many of these dealers were also contractors, they naturally selected the least expensive type of switch that was acceptable under existing fire and safety regulations.

Clearly a change in these old regulations would be helpful



The old-fashioned exposed switch



The Square D Safety Switch

From all over the country, protest is going up against the needless waste of life and property caused by exposed knife switches

in creating new favorable territories for the Square D Safety Switch. Much could be gained by altering the attitude of State Fire Marshals and of Safety Officials—by bringing into play all the slow machinery of public opinion and law.

Could this great task be profitably accomplished by advertising?

In February, 1920, a national campaign was released that served not only as popular propaganda, but also as a direct appeal to one large class of users—manufacturers.

Already from all parts of the country has come evidence of a rapidly growing sentiment against the old exposed switch. Fire Marshals in four additional states—Indiana, Michigan, West Virginia, Kansas—have ruled against it. The whole electrical industry has become interested and affiliated with the campaign.

In addition, sales of Square D Safety Switches both to manufacturers and to dealers have shown a marked increase.

In working out the problems of selling and advertising this product, it has been the privilege of the J. Walter Thompson Company to co-operate with the manufacturer.

J. WALTER THOMPSON COMPANY

NEW YORK

CHICAGO

BOSTON

CINCINNATI

LONDON

concern that made Johnnie's last pair of pants—the ones that wore so well. And as the public got to know the product, the garment manufacturers using the cloth were mighty glad to use the label and advertise that they sold "All-Weather" goods. Here again better merchandising and advertising has made a concern the master of its own business, has redeemed it from being at the mercy of a few big buyers, and of most importance, has enabled it to figure ahead with ease and certainty.

WHY ACCUMULATE UNSALABLE GOODS?

The American Woolen Company, in its recent full-page advertising stating the reasons for its merchandising troubles, says, "To have continued to manufacture and accumulate unsalable goods would have been not only financial suicide, but would have insured a depression in the entire woolen industry from which it would have taken many weeks, if not months, to recover by universal shutdowns, with widespread disorganization and unemployment."

This follows a statement that cancellations amounted to \$40,000,000 after the Government indictment.

The question arises whether, if Mr. Wood had more carefully studied the merchandising experience of other firms, he would have been "accumulating unsalable goods."

He, too, is up against the style bugaboo—yet a total change of merchandising policy on the part of one staple, say, a new type of serge suit of unusual qualities, is possible. It is within the realms of possibility based upon the experience of other businesses that an advertising campaign on a new type of great coat or jacket made from this cloth, trademarked on the reverse side, would eventually bring about a decided change in the method of selling for the whole factory output.

Here again the style handicap comes in to make the problem more difficult, but perhaps not too

difficult, for style, unless something can be done to offset its jumps and hectic changes, is a poor expedient. Style was started as a business servant. It has become master, and the industries in which it is master are the ones which are suffering and predicting dire things. New styles create business, but too many styles clog up the wheels of distribution. The shoe business had a style spree for several years. Comfort and wearing quality in shoes, however, are preferred by enough people to make advertising and good merchandising of shoes a paying business. Yet one maker of women's shoes showed 1,577 distinct styles last fall. Both manufacturer and retailer have to gamble on future demand in this condition. The ones who guess right reap a harvest, but the percentage is as much against them as in any other gambling game. The time, energy and money wasted in surplus samples, excess baggage and what not is a tax on the consumer. The alternate feast and famine at the factories, caused by the deferring of orders for future delivery, disturb the established system of production. Labor is alternately worked overtime and laid off and higher costs in production and distribution are inevitable.

There is no business in which style rules more than in millinery. The life of a style is not over thirty days in many cases. For two months each season the trade takes a vacation. Operators are laid off and can't buy other men's merchandise. A small army of pirate manufacturers, it is said, neither create nor construct, but copy. The big fellow's defense is newer and better styles, which merely further mess up the fundamentals of production and distribution.

In this field some of the leaders, not averse to learning from other businesses, are starting to build up good will and creating demand by advertising trademarked millinery sold on the exclusive agency plan. The whole trade is watching the new plan

sometimes set its
is a
started
has be-
ustries
the ones
dicting
create
es clog
bution.

style
comfort
shoes,
enough
g and
oes a
maker
1,577

Both
ave to
in this
guess
e per-
them
game.
money
excess
tax on
the feast
caused
rs for
estab-
ction.
over-
costs
on are

which
inery.
over
For
trade
s are
men's
ny of
said,
t, but
ense is
which
unda-
l dis-

lead-
from
ng to
eating
trade-
e ex-
whole
plan

CHICAGO

The Central Location for Printing and Publishing

Printing
and
Advertising
Advisers



Day and Night
Service
All the Year
Around

*One of the Largest and Most Completely Equipped Printing Plants
in the United States.*

Whether you have a **Large or Small Catalogue or Publication** to be printed, it is our opinion you have not done your duty by your firm or yourself until you have learned about the service Rogers & Hall Company give, and have secured prices.

You Secure from Us

Proper Quality—Quick Delivery—Right Prices

We ship or express to any point or mail direct from Chicago

Make a Printing Connection with a Specialist and a large and Reliable Printing House.

Business Methods and Financial Standing the Highest
(Inquire Credit Agencies and First National Bank, Chicago, Ill.)

ROGERS & HALL COMPANY

Catalogue and Publication

PRINTERS

Artists—Engravers—Electrotypes

Polk and La Salle Streets

CHICAGO, ILLINOIS

Telephone: Wabash 3381—Local and Long Distance



CHICAGO

The Central Location for Printing and Publishing

because here, also, it was always said advertising could not be applied to the business on account of complex style conditions and the fact that nearly 75 per cent of the demand now is for custom made goods.

Yet advertising has already helped standardize style in the men's clothing field, which still has its style competition, but to a less degree than before. You remember when the West wanted wide-flaring trousers and the East wanted the tight, narrow style. Advertising by a pioneer during the second year produced unusual results. "Why can't we get those smart styles advertised in the magazines?" said the retailers who at first thought the concern was crazy. It took that long for the customer to make his wishes felt on the retailer. After all, the public is judge and jury on the case. It will always demand individuality in wearing apparel. We punish prisoners by making them wear the stripes of absolute sameness. But an organization can and does take itself out of the gambling class when it keeps its mind fixed on the ultimate customer and what he or she is thinking. Comfort, wear, economy are big motives to-day. And even that terrifying bugaboo, style, can be overcome.

It is a recognized fact that advertising to the people has enabled the leaders in the men's clothing field to regulate fundamental style tendencies and take a large part of the guess and gamble out of the business. The women's ready-to-wear man who said it couldn't be done might well, if he won't take an example from any other field, remember how in the case of the Goldman Costume Co., the nationally advertised Betty Wales line, a specialty, kidnapped the whole line. It was another example of how advertising, plus the exclusive agency plan, can change the whole complexion and position of a business. Standardization, quantity purchase of material, quantity production, work well even in the style field, though there is much

room for further progress. By consistent advertising this company made certain simple and conservative designs stay in style.

Thus in many widely divergent fields standardization has been brought into industries where it "couldn't be done" by better merchandising and advertising. And with this better merchandising have come results important to every citizen: Lower prices to the consumer; steadier employment for labor; better and sounder profits to both retailer and manufacturer, and a great economy in materials and time.

Is it not almost time for manufacturers in other fields where "it can't be done" is a business slogan, to start a little thinking on their own account? These questions are fundamental with all of us. It is time we stopped crying aloud for Utopia and insisted on some better merchandising. We need it just as much and it is entirely possible. It *can* be done.

"Eagle A" Increases Advertising Staff

L. B. Springsteen, who for a number of years has been superintendent of printing of the Strathmore Paper Company, has been placed in charge of the printing production of the "Eagle A" advertising department of the American Writing Paper Company, Holyoke, Mass.

Strang & Prosser Have Paul's Jams Account

The account of the Puyallup & Sumner Fruit Growers' Canning Company, Paul's Jams, has been placed in the hands of the Strang & Prosser Advertising Agency, of Seattle. A list of magazines and newspapers will be used, starting in the early fall.

Vitagraph Account with Lesan Agency

Vitagraph, Inc., New York, producer of motion pictures, has put its account in the hands of the H. E. Lesan Agency. Orders are now being placed in a list of newspapers.

Louis Fancher Leaves Pedlar Organization

Louis Fancher has resigned from the vice-presidency of Louis C. Pedlar, Inc., New York. His plans for the future have not been announced.

Watch the Greater Independent

100,172

*Net Paid
Circulation*

Average first six months 1920

Member of A B C

1914 - -	51,000
1916 - -	75,335
1918 - -	80,810
1920 - -	100,172

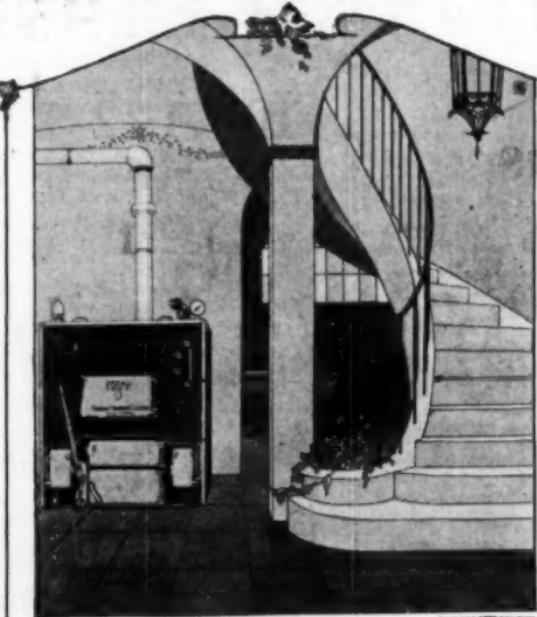
Page rate, 7 x 10 $\frac{1}{4}$ - - - \$375

**The
Independent**
311 Sixth Avenue
New York

Collier's

THE NATIONAL WEEKLY

Get a copy



Make the Basement Beautiful and Livable

Over 25% of the cost of a building goes into the basement, yet 95% of basements are damp, crude, unattractive places. Transform your basement with the

New IDEAL Type A Heat Machine

This finely designed, compact, vibration-free heater requires no fuel except natural gas or oil. It gives off heat rapidly and uniformly, and guarantees a 30% annual fuel saving.

AMERICAN RADIATOR COMPANY

Member of the American Gas Association

Department 11, 11th & Dearborn Streets, Chicago, Illinois

American Radiator Company and Collier's

The American Radiator Company has used more space in Collier's than in any other general publication.

The new product of the American Radiator Company announced in Collier's frees new livable space in the modern home. It is an important innovation.

Collier's

THE NATIONAL WEEKLY

J. E. WILLIAMS, Advertising Manager

Sept. 16, 1920



What's The Matter With Lard Substitutes in the Baltimore Market?

ONLY three brands of lard substitutes were found in the course of an investigation into the distribution and sale of such products in the Baltimore market. Not one of the three has reached more than a fair percentage of distribution and sales. Even the leader, though far in excess of the other two, is pronouncedly below the average of what could be attained considering the size and possibilities of this market.

Here then is an indisputable opportunity!

Baltimore has over 730,000 possible buyers, to say nothing of the ten thousand suburban families who are supplied through this city! What manufacturer is going to educate these buyers to use his lard substitute? If he goes after them through a powerful intensified newspaper campaign in Baltimore's great afternoon paper, *The NEWS*, and co-ordinates this aggressive advertising with active sales efforts, he can't help but increase the distribution and sale of his product to an amazing extent!

In Baltimore there are 120,000 homes: 90,000 of these are occupied by White people who speak English, and of its total circulation of little more than 100,000. *The NEWS* sells 87,000 copies every afternoon in Baltimore city.

Our report on Lard Substitutes gives detailed information, including the leader, percentage of sales and distribution, activity ratings, reports of wholesale firms and retail grocers, etc., etc. If interested write us for a copy on your business stationery.

The Baltimore News

Goes Home and Stays Home

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Frank A. Webb

Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

Will
ad

A
move
territ
route
advan
compa
distr
State
in t
one
impot

Th
been
previ
sales
one
and
the
to b
luck
pare
into
low

Th
cour
town
impri
sirab
point
win,
sat
nary
ment
Oma

Th
Oma
repri
arriv
The
"Dea
last

Eve
beat
termi
tent
Good
in C
work
outsk
calcu
field

Selling Small Dealer First for Wider Distribution

William I. Goodwin, Sales Manager, Franklin Baker Company, Philadelphia, Believes Merchandising from Rim to Centre Most Effective

By Roland Cole

A SHORT time ago the Franklin Baker Company began a movement to break into some new territory. The salesmen were routed into a list of towns and advance advertising sent out. The company enjoyed a fairly wide distribution throughout the United States except in certain localities in the Middle West, where for one reason or another it had been impossible to secure a foothold.

The territory referred to had been worked before. On every previous occasion a competitor's salesman had covered the ground one lap ahead of the Baker man, and each town he called on found the dealers loaded up. It seemed to be a simple case of "out-of-luck" for which there was apparently no remedy except to get into the field before the other fellow next time.

The next time came in due course. Omaha was one of the towns in the group. It was a big, important market and a very desirable one from the company's point of view. William I. Goodwin, the company's sales manager, sat back, with more than ordinary interest, to watch developments—resolved to break into Omaha or know the reason why.

The salesmen arrived in Omaha. They had been told to report conditions by wire upon arrival and await instructions. The telegram came as follows: "Dealers all sold. Town worked last week. Advise."

Evidently competition had beaten them to it again. Determined to find out to what extent he had been forestalled, Mr. Goodwin wired his men to stay in Omaha for three days and work the smaller dealers in the outskirts. This advice was not calculated to make the men in the field feel any too good, as no

salesman enjoys going over ground already covered by a more enterprising competitor and having the dealers smile at him commiseratingly as they say, "Oh, you're too late. Why didn't you get around last week?"

But Mr. Goodwin had had a hunch. It struck him that there was a reason why his men had been beaten to it this time as well as others. For the territory had not always been worked the same way, and unless competition was getting secret information from the inside, there was no reason why luck should not be with Baker once in awhile. To this sales manager's mind there was only one explanation: Mr. Competitor was working too fast. He was rushing his men into the territory and hitting the high spots—getting at the one or two big dealers quickly, taking their orders, and rushing to the next town. Hence Mr. Goodwin's instructions to his men to stay and work the little fellows on the edges.

The hunch proved to be well authenticated. At the end of the first day the men wired the results of their work. Dealers in the outskirts had not been worked by the competitor at all, and outside of three or four leading down-town dealers, no others in Omaha had been called on. A number of orders from small dealers had been secured by Baker salesmen, and while the orders taken were small, the interesting thing was the number of dealers sold, not the money total of the sales made.

NUMBER OF SALES, NOT AMOUNT, IMPORTANT

"Right there is where many sales managers deceive themselves, I believe," said Mr. Goodwin. "It

Sept. 16, 1920

is not enough to know what sales have been made in dollars and cents. That never tells me anything. What I want to know is how many dealers have been sold.

"For example, it means absolutely nothing to me to know that my men sold \$780 worth of goods in Omaha yesterday, while their sales in Kansas City the week before were \$180. On the face of it, it might look like much better business in Omaha. But if that \$780 was all sold to one or two big dealers, the town, in my estimation, has not been worked at all. On the other hand, if I know that the \$180 sold in Kansas City was made to twenty-four dealers, I feel that Kansas City has been thoroughly covered."

As the result of the first day's work in Omaha each one of the Baker men had called on and sold from six to twelve small dealers. True, the sale to each dealer had averaged one case of Baker's coconut. A few of the larger dealers purchased two or three cases. At the conclusion of three days' work every dealer had been called on and a sale made in almost every case.

"The surprising thing to me in this experience," continued Mr. Goodwin, "is what we learned about working a town. The usual way is to get the big fellows first. When you've got a nice, fat order for a dozen cases or a gross snugly tucked away in your order book, you have a most effective argument to use on the little fellow. That's the theory, but it doesn't always work out that way. The closing of the big order has a soothing effect on the salesman's ambition. With a gross order in his pocket running into some hundred dollars and all done in an hour or two, the rest of the town looks pretty small to that man. He may linger for a day or two, but his thoughts are on the next town and the big order waiting for him there. By and by, he gets a high fever thinking about somebody else beating him to that order. Before he has made many towns like that his itinerary has degenerated into a stampede.

"But work it the other way and

see what happens. Your men simply follow the original programme laid out for them at the beginning of the campaign. They go into a town prepared to do a lot of soliciting. They know that you want small orders from many dealers, not big orders from a few, and they are all set for that kind of work.

SMALL DEALER MOVES GOODS MORE QUICKLY

"Besides, as a matter of effective distribution, the plan of working from the outside to the centre has it all over the other method. I would rather sell one case of coconut to every small dealer in a town than sell a gross to one or two big dealers. Moreover, it is not only more logical to get the small ones first; it is much easier. My theory of working a town is to do it on the military plan of capturing an enemy position by first subduing adjacent territory and gradually surrounding the central stronghold. It is the siege method. No matter how long the siege lasts, the smaller dealers are working for you all the time, selling your goods and helping to multiply calls from customers of the big dealers. When the latter finally surrender they are better sold—there is less chance of the goods sticking on the shelves and much more enthusiasm for the product.

"I have also found that the small dealer moves his goods more rapidly than the big dealer. His capital is generally limited. His store is smaller and the case of coconut takes up more room in it. He personally sees it many times during the day, and consequently is forced to think every once in a while of the money tied up in it and how he can get it back. So he has an ever-present incentive to open it right up and set it out where customers can look at it.

"The big dealer, on the other hand, is not much concerned over a new lot of goods coming in. Chances are the cases first go into the storehouse. They may lay there a long time, until the floor man or the window man is ready

men
pro-
t the
They
do a
that
many
m a
that

MORE

ef-
o the
other
one
small
gross
fore-
gical
it is
work-
mili-
enemy
ad-
sur-
hold.
mat-
the
for
your
tiply
big
nally
old-
oods
uch
duct.

the
oods
aler.
ited.
case
oom
many
nse-
very
tied
it
sent
and
can

ther
over
in.
into
lay
loor
ady

for a display. Eventually, of course, they come in for attention and pushing. But the point is, the big dealer isn't quite so anxious to get his money back. This is particularly important in introducing a new article or breaking into new territory."

It is notoriously harder to get co-operation from the larger dealer than from the smaller, for the very obvious reason that the former has a great many more things to think about and is less concerned over the amount of money invested. But the smaller dealer needs close attention and careful coaching or he does not become a repeater. His value to the manufacturer lies in reordering with monotonous regularity. He does not reorder unless the stuff sells. The stuff must be good to sell—so good that customers will keep coming back for more.

The stuff may be good, but customers may not know how to use it or how extensively they can use it. Take coconut, for instance. The average small dealer orders one case to begin with. National advertising has at least driven one thought home to the consumer about it—it is fine for cake or icing. When a housekeeper sees it displayed in the dealer's store, she should be ready to buy it. She takes it home, therefore, for a cake or pie.

She opens the can and perhaps uses only half of the contents for her pie. Right here there is a chance she will put the opened can away in the pantry, thinking to use the rest of it for another pie in a week or so. She must not do that. If she does, the coconut will dry up and be unfit for use. She will be disappointed and hesitate to buy any more. Bad business for the manufacturer. How can the consumer be taught to use up the contents of the entire can soon after she opens it?

Certainly not by telling her to use more than she needs for her pie or to make a pie big enough to use up a can of coconut. Certainly not by telling her on the label where she can read it before she buys that it should all be

used at once. That might make her hesitate to buy, fearing a can would be more than she could use.

It could be accomplished, however, by telling her on the label a number of things for which the coconut could be used, such as cakes, pies, candies, custards, salads, ice cream, macaroons, and as an addition to fruits, cereals, sandwiches and preserves. But that does not do much good unless a number of recipes could be given, and there is certainly a limit to the amount of printed matter that can be placed upon a label.

The back of the label represented a splendid place upon which to print a number of palatable recipes. A special style of label was therefore devised which could be tipped on to the can and cut off. This additional space permitted the printing of eleven excellent recipes, each one of which was selected with great care and with special regard to suggesting several new and novel uses for coconut.

In addition to this, the company had an illustrated recipe book prepared, printed in colors, containing over fifty new and unusual recipes for the use of coconut. This recipe book was advertised on the label as follows: "Free! Request our new recipe book, illustrated in colors."

Very few women know of more than two or three ways in which coconut may be used. There is not much space in advertisements for printing recipes. As a plan, therefore, to get the recipe books into the hands of women, the company devised the following method:

Every case of Baker's coconut contains a printed sheet about eleven by fourteen inches in size. On one side of this is printed a message to the grocer. It contains two or three suggestions that will help his coconut stay sold and give satisfaction. Following this:

"Here is Free Advertising of the Better Kind.

"Send us a list of twenty-five select customers on reverse side, giving addresses so we can mail

each a novel and attractive recipe booklet, illustrated in colors, with your compliments. They will appreciate this attention—don't delay."

On the reverse side are spaces for the names of twenty-five women customers. These sheets are sent to the home office of the company and the recipe books are mailed direct to the women, under one-cent postage.

As a result of this plan about 50,000 of the recipe books have been distributed to date.

ADVERTISING IN THE JOBBER'S SALESMAN'S PRICE BOOK

The jobber's salesman is a much occupied individual. Yet he is an important link in the chain. It is always a difficult problem for the manufacturer to make sure of keeping him posted on prices, brands, sizes and other details.

Many schemes have been devised by manufacturers in various lines to get their price lists into the jobber's salesmen's hands, but none more effectively than the method recently devised by the Baker company.

Full information about Baker's coconut, with pictures of the packages, all details as to sizes, prices and payment of freight is printed in true price list style on sheets 8½ by 11 inches. The price list form, however, is printed in a space 3¾ by 6¾ inches in the centre of the sheet. It makes no difference what size the jobber's salesman's price book may be, down to 3¾ by 6¾, he can always trim these sheets down to fit it. If the price book is in loose-leaf form, and most of them are, holes may be punched in the margin of the form to fit the rings of the binder. By this means Baker is practically sure of representation in the price books of the jobber's salesmen.

Making Baker salesmen present the advertising campaign to dealers was another problem that produced an unusual solution.

"We have at last devised a way to make our own salesman carry our advertising portfolio," Mr. Goodwin said. "It has always been a problem on account of its

bulk. These documents are generally made up in a size to take a full page magazine advertisement and must be carried flat if they are to be kept presentable. As a rule, the salesmen crowd them into their sample cases in inconvenient places and not in the space designed for them. They soon lose their freshness and after they become dilapidated the men either throw them away or only bring them out as a last resort.

"Our advertising portfolio is put up in a limp leather cover with binding edge at the top, legal style. Each advertisement is mounted on heavy linen, on one side only, thus displaying but one piece of copy at a time and concentrating the dealer's attention. The limp leather cover, therefore, enables the portfolio to be rolled into a very small bulk with absolutely no damage to the advertisements. By securing it with a rubber band it may be dropped into any convenient corner of the sample case, is always handy and never fails to come out sunny side up whenever the salesman needs its help.

"Another method we have adopted with good results is the use of a Boston bag instead of a salesman's sample case. Our men experienced the usual trouble in entering a dealer's store with a grip too much resembling the kind of sample case that dealers have learned to spot a mile away. The Boston bag is much smaller than the case our men formerly carried and it took considerable figuring to reduce the load to fit it. By making a number of economies like the use of the rolled advertising portfolio and a few reductions and eliminations, we got together a collection that fits without overcrowding.

"Boston bags are coming into wider and wider use and spreading to all parts of the country. When one of our men enters a dealer's store carrying such a bag a dealer is unable to tell whether he is a salesman or a customer, and therefore hesitates to go into temporary retirement before making sure. Our men like them far better than the cases they formerly carried."



Seal of Philadelphia

Club Life in Philadelphia

The Corn Exchange National Bank of Philadelphia in its monthly publication says: "No city, not even London, the mother of clubs, surpasses Philadelphia in the variety and excellence of its clubs, and they comprise a civic asset of

real importance to our well-being.

"When business men 'talk Philadelphia,' they often lay all the stress upon two points—first upon our incomparable history and second upon our immense industries.

"But there is a great talking point in Philadelphia clubs. Our clubs make Philadelphia a most delightful domestic city. They promote what is best. They are, as a rule, wide awake and so instil a spirit of civic enterprise.

"From Benjamin Franklin's day to this, the club idea has always been strong in Philadelphia. There is scarcely a field of human activity which does not possess its club in Philadelphia.

"So we have a great variety of Social Clubs, Business Clubs, and Literary Clubs. Musical Clubs, Art Clubs, Engineering Clubs, Advertising, Rotary, Kiwanis, and other Civic Clubs, and Political and Social Clubs of all kinds from the big Union League down to the College and Women's Clubs."

Dominate Philadelphia

You can at one cost reach the greatest number of possible consumers in the Philadelphia territory by concentrating your advertising in the newspaper "nearly everybody reads"—

The Bulletin

Net paid average circulation for the six months ending April 1, 1920, as per U. S. Post Office report: 466,732 copies a day.



No prize, premium, coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.

500,000,000 coins
were made last
year at the U. S.
Mint in Philadel-
phia. Five-sevenths
of the Nation's
coinage.

Sept. 16, 1920



The Evansville Press

The city of Evansville, Indiana, is, of course, the most important part of the Evansville market.

The Press has more carrier-delivered city circulation than both the other Evansville papers combined.

The Press also has more total CITY circulation than entire both the other papers combined. The Press reaches 88% of Evansville's English-reading homes BY CARRIER.

Evansville is the second city in the state of Indiana in population and manufacturing.

The Press regularly carries a larger volume of local display advertising than either of the other two papers, six days a week.

The following figures show the volume of advertising carried by the Evansville Press for the first six months of 1920, compared to the same period of 1919.

	1919 Lines	1920 Lines	Gain Lines
Local display	1,881,894	2,473,317	591,423
Classified	254,436	359,415	104,979
Foreign	379,720	507,143	127,423
TOTAL	2,516,050	3,339,875	823,825

It is estimated that 182,000 lines of advertising were omitted during the first six months of 1920 on account of lack of space due to paper shortage.

PUT THE EVANSVILLE PRESS FIRST ON YOUR LIST

New York

SCRIPPS NEWSPAPERS



ONE million American families read Scripps Newspapers daily. This reader-following is entirely voluntary.

Scripps Newspapers do not use premiums, contests or other devices to secure readers.

The twenty-two Scripps newspapers are:

Akron Press	Memphis Press
Cleveland Press	Oklahoma News
Cincinnati Post	Portland (Ore.) News
Columbus Citizen	Sacramento Star
Covington (Ky.) Post	San Diego Sun
Dallas Dispatch	San Francisco Daily News
Denver Express	Seattle Star
Des Moines News	Spokane Press
Evansville Press	Tacoma Times
Houston Press	Terre Haute Post
Los Angeles Record	Toledo News-Bee

SCRIPPS NEWSPAPERS

Foreign Advertising Department

Union National Bank Building, Cleveland, Ohio

New York Office: MARBRIDGE BLDG.

Chicago Office: 1ST NATL. BANK BLDG.

August Advertising in Chicago

The dominance of The Daily News in the six-day field is strikingly revealed in the following statement of display advertising for the month of August, 1920.

Books	THE DAILY NEWS	FIRST!
The Daily News, 4,591 lines. Next highest score, 3,254 lines.		6 days against ?
Churches	THE DAILY NEWS	FIRST!
The Daily News, 3,099 lines. Next highest score, 260 lines.		6 days against ?
Clothing	THE DAILY NEWS	FIRST!
The Daily News, 172,553 lines. Next highest score, 129,509 lines.		6 days against 6
Department Stores	THE DAILY NEWS	FIRST!
The Daily News, 364,769 lines. Next highest score, 284,235 lines.		6 days against ?
Out of the Loop Stores	THE DAILY NEWS	FIRST!
The Daily News, 38,989 lines. Next highest score, 13,584 lines.		6 days against 7
Foodstuffs	THE DAILY NEWS	FIRST!
The Daily News, 39,763 lines. Next highest score, 28,308 lines.		6 days against 6
Furniture	THE DAILY NEWS	FIRST!
The Daily News, 52,406 lines. Next highest score, 30,191 lines.		6 days against 6
Household Utilities	THE DAILY NEWS	FIRST!
The Daily News, 8,988 lines. Next highest score, 5,164 lines.		6 days against ?
Musical Instruments	THE DAILY NEWS	FIRST!
The Daily News, 24,775 lines. Next highest score, 22,601 lines.		6 days against 6
Total Display Advertising	THE DAILY NEWS	FIRST!
The Daily News, 986,215 lines. Next highest score, 625,018 lines.		6 days against 6

In Nearly Every Important Classification

THE DAILY NEWS

FIRST in Chicago

(Figures furnished by Advertising Record Co., an independent audit service
subscribed to by all Chicago newspapers.)

Flabby Salesmen? Oh Yes—the Other Fellow's!

Right Down to the Retailers' Clerks, Sales Managers Admit a More Spirited Brand of Selling Is Demanded

By William A. Wolff

IT is not only salesmen, the men who are meeting customers face to face, who have failed to wake up to the overturn in selling conditions that began with the downward crash of prices last spring. Many executives are still wandering in a tangled maze in which they cannot distinguish cause from effect. They are attributing diminished volumes of sales to every cause but the right one. Or, what is still more menacing to their concerns, they are trying to delude themselves and others into the belief that everything is still for the best in the best of all possible worlds.

No less than a dozen sales executives, who were asked to read the article on flabby salesmen in *PRINTERS' INK* for September 2 and to comment upon the facts presented and the conclusions drawn, replied, substantially, like this:

"Why—ye—es, there may be something in that. Not with us, of course. We're having no trouble in selling our goods. But I have heard that other people are having trouble along that line."

Some were a little more frank. It was true, they said, that their salesmen were falling off. But there were any number of reasons for that—it wasn't fair to assume that any loss of punch in the selling force was to blame.

"Money's tight," they say. Or: "Retailers and jobbers don't want to buy in a falling market. They postpone ordering as long as they can."

That statement about the falling market was repeated to one man whose eyes were wide open.

"Of course!" he said. "But what's going to stop the market from falling? Good selling. Good selling all along the line. You don't want to stop at wholesale

salesmen—the men who sell the retailers. Get after the retail selling forces, too. They're salesmen—and in the last analysis the manufacturer's salesman, and the jobber's, are dependent on the retail selling force.

"And it's right there, at the point of contact with the consumer, that we've got to start correcting the trouble. For years retailers have been treating customers as if they were doing them a favor. They haven't meant to discourage them from buying, of course, but that's what they've done in effect, isn't it?

RETAILERS, TOO, NEED REVIVAL OF SELLING GUMPTION

"Clerks in shops have been indifferent about sales. They've known that in certain lines they couldn't hope to meet the demand. And now things are turned around. They're finding it difficult to move things from the shelves.

"Well—it's no use expecting the selling forces of the manufacturers and the jobbers to do it all. A good salesman can go into a department store in a small town to-day, I suppose, and sell a big bill of goods. An order taker would walk out and accept the merchant's word for it that he was fully stocked. But as retail selling is going right now the good salesman is only postponing for himself and his house the evil day that's come to the order taker already."

Retailers confirmed that view—reluctantly, some of them, with enthusiastic, although worried, agreement, in many cases.

"It's a hard thing to say," one of them said. "But we are finding that we've lost, for the time being at least, a certain contact with our customers that used to

be one of our biggest assets. They used to depend on us—to know that we were anxious to serve them and to please them. Our salespeople haven't been showing that spirit in the last few years.

"We do everything we can to maintain it, and to restore it when it seems to be lost. But it isn't easy. Salespeople have grown used to being unable to give customers what they want. Discipline has slackened, in some cases, because, for a time, it was almost impossible to get competent people. Breaches had to be overlooked that in the old days would have involved instant dismissal. Yes—there's no doubt about it, flabby salesmanship extends to the retail seller.

"And I don't mean just the clerks in the bigger shops. The worst offender, against himself and against business in general, is the man who runs his own small store. He has become used to dominating the situation. He can't get over the idea that he's still a sort of autocrat. He can't get into the way of going after business again. Instead of getting busy and hustling to get new customers and to persuade those he has not to restrict their buying, he sulks and talks about hard times."

A sales executive whose product depends for its sales greatly on carefully planned display in retail shops nodded his head to that retail point of view.

"There was a time when I had a perfectly useless sales force on my hands," he said. "For about ten months we were apportioning what we could get from the factory—giving our customers as much of their orders as we could, and trying to be fair to all of them. I kept instructing salesmen to work on retailers—to keep their good will, for one thing, and to give them advice on handling their customers, for another.

"And I know that right now, when a lot of my salesmen are having trouble, the ones who are making good, the ones who are doing better than they did last year, are the men who are spending a lot of time coaching retailers, and jacking up their selling

methods. Naturally—they know they can't sell goods unless the retailer does. They're filling them full of pep and confidence—and they're getting results."

This particular executive was one of those whose eyes were wide open—and had been open long enough to see the storm coming before it broke.

"I warned my salesmen," he said. "I did everything I could to keep them from being too satisfied with themselves. But I made one serious mistake. I ought to have followed my instinct and fired the whole lot when we didn't need them. They'd be better off and they'd be better salesmen to-day if I'd done that. If I had I'd have given them what they needed—something to sell. That was why they were getting rusty—because they weren't working at their trade—selling. And if I'd fired them I'd have forced them to sell themselves in a market that was overstocked with salesmen!"

FORTUNATE THAT THEY HAD NO SELLERS' MARKET

One group can truthfully declare that its selling forces are not flabby. That is the group of concerns that have never experienced the enervating prosperity that has been so widespread in the last few years.

"We've always had to sell our goods," said the sales manager of one such concern. "There's never been a time when we couldn't fill all our orders—or when we couldn't have filled even more orders than we were getting. I can say this much, though—I'm having trouble with some of the new men we have taken on lately. Experienced men, men with good selling records in other lines, seem to be discouraged too easily.

"We sell, principally, to grocers. And these new men come back and report all sorts of reasons for failing to get orders. I judge they must have been getting away with excuses lately. We know sales can be made—and we know that they can't be made without work.

"The cases aren't exactly on all

Sept. 16, 1920

fours, I'll admit. But, as a matter of fact, we're benefitting from the trouble some other houses are having. Their lines aren't competing with us directly, but one of our salesmen wouldn't have so good a chance to sell a big order to a man who had just bought one of them heavily as if he had been first on the ground—do you see? And some of these lines are represented now by salesmen who for the last three or four years have dropped in and told retailers how little they would have to get along with.

"Well—they've got to overcome that retailer's knowledge that his trade has been educated to the point of doing without that particular product. It's a handicap. I'm glad we don't have to fight it!"

"Lily Cups" with Richards Agency

The Public Service Cup Company, Brooklyn, maker of "Lily Cups," has appointed the Joseph Richards Company, New York, to handle its advertising.

Death of Garret P. Hynson

Garret P. Hynson, head of the advertising department of the S. D. Warren Company, Boston, died on August 27, aged forty-nine years. He had been with the Warren company since 1914, having previously served with the Strathmore Paper Company and the Forbes Lithograph Manufacturing Company.

Sprywheel Tractor Account with McCann Agency

The advertising account of the Sprywheel Tractor, Boston, a small hand-guided tractor for truck gardening and for other miscellaneous uses, has been placed with The H. K. McCann Company.

W. N. Hartshorn Dead

W. N. Hartshorn, president of The Priscilla Company, publisher of *The Modern Priscilla*, Boston, died in Duxbury, Mass., on September 3, in his seventy-seventh year.

New England Representative of "Leslie's Weekly"

Harry H. Johnston has been appointed New England representative of *Leslie's Weekly*. Mr. Johnston will have his headquarters in Boston.

**The
George L. Dyer Company
42 Broadway
New York
Western Offices
76 W. Monroe St.
Chicago**



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

Sept. 16, 1920

Travel by Air Now Being Promoted

Aero Limited Takes First Step in Advertising Air Transportation as an Established Fact—Rates Quoted for Various Trips and Scenic Beauty of Routes Emphasized

A DISTINGUISHED looking gentleman is seated at a desk in the lobby of the Waldorf-Astoria these days. Over his head, suspended from the ceiling, is a miniature airplane. If you approach his desk he will hand you a little folder that will make you smile, or cause you to become thoughtful, depending upon how seriously you look upon the airplane as a potential means of transportation.

In the May 27 issue of PRINTERS' INK appeared an article entitled "The Airplane and Advertising of the Future," which took a forward look into the possibilities of air navigation and touched on the subject of advertising the airplane now to begin to arouse public interest and confidence.

The man sitting at the desk in the lobby of the Waldorf promoting the interests of Aero Limited, New York, might be said to be the advance guard of the army of airplane service advertisers that are likely to develop in the years to come. This company's message is printed in an inexpensive little folder, and for circulation they have selected the lobby traffic of a famous hotel frequented by the wealthy traveling public.

A paragraph or two of the copy in the little folder will undoubtedly interest our readers.

Read the opening paragraph, for instance, and get a taste of what airplane copy of the future is going to read like:

TRAVEL BY AIR—over New England's rock-hewn coast to Bridgeport, New Haven, New London, Newport and Boston. Travel by air over the historic Hudson to Poughkeepsie, Newburgh and Albany, or over New York Bay and the Atlantic Highlands to Atlantic City; view the earth from the sky with its novelty, its sense of power, and the sensation of surveying a wide panorama from aloft from a comfort-

able seat in one of the specially-adapted Aero Limited flying boats, with the every assurance of safety and reliability afforded by this latest transportation facility of science.

Notice how your mind rises to that copy—how refreshing it is! And yet how quickly your imagination accepts it!

Now glance at the following list of sub-heads, with the high spots in the accompanying paragraphs:

Twentieth Century Method—It is the modern way of traveling—clean and wholesome, sure and swift.

Absolute Safety—The machines used are strong, safe and stable, a factor of safety of more than eight times than is necessary being maintained throughout the structure.

Comfort—You ride in a comfortable seat equally as well appointed as your private car, and at all times have a clear view of the earth beneath.

Service—A daily service now in operation to various points.

Commuter's Service—For business men who live at many resorts on Long Island Sound, the shores of New England, or the Jersey Coast.

New York-Atlantic City Air Line—Regular service; 90 minutes flying time.

Then follows a list of Aero Limited's achievements, such as the first flying salesman, first aerial freight delivery squadron, and the carrying of 2,200 passengers "in safety and comfort." Another page is devoted to schedules of operations, giving flying time between important points in Northern and Southern districts:

Finally, a definite price list as follows:

New York to Boston	\$150
New York to Bridgeport	35
New York to New Haven	45
New York to New London	65
New York to Newport	85
Commuter's Service	45
New York to Albany	100
New York to Newburgh	45
New York to Poughkeepsie	55
New York to Atlantic City	75
(Special rates to parties of three or more on any of the above rates.)	
Aerial Sight Seeing Tour of New York	25
(30 minutes over Manhattan and New York Bay.)	
Special Cloud Flying	50
Regular Course of Flying Instruction, under ex-United States Navy Instructors	500

Speaking figuratively, the airplane is already beginning to throw a faint shadow over the field of advertising.



Own Your Own Home

is the advice the JOURNAL has been giving its readers these many months.

As a service, it assists any interested reader with house plans, and advice about building materials, heating systems, plumbing, decorating, furnishings and everything essential to the making of a comfortable home.

A Colonial Gem

the ninth of the JOURNAL'S Efficiency Houses, appears in the September issue.

The People's Home Journal
NEW YORK

For 35 Years the Magazine for Every Member of the Family



Rigid enforcement of railroad regulations puts new tests on shipping cases

SHIPPING conditions this year are worse than ever—freight cars packed to maximum capacity—depots and station platforms overcrowded. In order to get maximum service from their limited facilities, the carriers are enforcing packing regulations and inspecting shipments more rigidly than ever before.

That is why the right sort of shipping case is more than ever a vital necessity for every manufacturer—a shipping case which is properly marked—correctly designed—made specifically to carry *his* goods. Only experts who are thoroughly familiar with every transportation problem can make such a case.

Solving shipping problems for the leaders in every industry

Because of its broad experience in solving shipping problems for the leaders in every industry,

the Robert Gair Company is especially qualified to offer expert assistance and advice.

We can decide without prejudice whether your goods should be carried in corrugated or fiber cases—for we manufacture both. Often, by rearranging the units within the case, we can cut your freight costs considerably. We can determine exactly what the weight and dimensions of your cases should be.

With our fifty-five years of printing experience we can reproduce your identifying trade-mark in colors on every case—thus adding advertising value and affording extra protection against loss in transit. We can advise you as to the best method of sealing your shipments. And the cases which we design for you will meet even abnormal strains safely, and minimize delivery failures.

These are some of the reasons why more than a billion dollars' worth of merchandise was carried last year in Gair shipping cases, in Gair folding boxes, and under labels made by the Robert Gair Company.

Our plant is the largest of its kind in the world. With its facilities we are prepared to offer a complete service for packaging and displaying your product—folding boxes, labels, shipping cases, window display advertising—giving unity to your packages from factory to consumer.

ROBERT GAIR COMPANY BROOKLYN

*Folding boxes Labels Shipping cases
Window display advertising*

Try it out in Representative Milwaukee

When Is a Subscriber Not a Reader?

Answer—when he subscribes to a chance on a set of silver—or a safety razor—a baseball pass—or premiums of any kind instead of to *reading matter*.

There isn't a single one of the non-reader species on the Journal list.

Four out of five families in Milwaukee buy the Journal—to *read*. Hence, its incomparable advertising influence in the city.

More than this, the Journal has a merchandising Service that is invaluable to advertisers.

If you want to cover Milwaukee adequately, with one paper—the Journal is the only answer.

The Milwaukee Journal

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.

Special Representatives

New York

Chicago

It
Before
Que

IF
I ev
go i
he o
as A
Fo
secre
ing t
dram
befor
vard
since
grap
dram
how
also
marl
succ
paig
Un
Thou
an i
is p
mati
lecti
princ
take
worl
choic
at h
emb
wire
coll
that
of t
runs
card
wrig
ject.
bad
mak
ter
subj
neve
Ju
mer
som
ness
insci
ager
vert
ing,
you
train

It Is Ideas That Move Merchandise

Before the Actual Preparation of the Advertisement, Must Come the Question: What Idea Will Express These Goods Most Graphically?

By Robert R. Updegraff

IF Augustus Thomas should ever forsake playwriting and go into the advertising business he ought to make a dent as big as Arizona!

For Mr. Thomas knows the big secret of successful merchandising through advertising. Building dramas has taught him. Speaking before the dramatic classes of Harvard and Radcliffe some time since, he told this secret, simply and graphically. He was talking about drama—telling the *why* and the *how* of the great play—but he was also unconsciously giving a remarkable prescription for building successful merchandising campaigns.

Under the great play, Mr. Thomas explained, there is always an *idea*. The exposition of ideas is peculiarly fitted to the dramatic form, because drama is selective and an idea is a selective principle. When a playwright takes an idea for the basis of his work he sweeps through life and chooses from the mass of material at hand the things that will best embody it. It is like a magnetic wire sweeping across a room and collecting all the particles of iron that are there. Across the tops of two pages in a book of Diderot runs a sentence that should be the cardinal motto of every playwright: "*Choose well your subject. All lies there.*" Even with bad technique, a good subject will make a successful play. No matter how fine the technique, a bad subject or no subject at all can never make a great play.

Just as drama is selective, so is merchandising. The reason that some of the "old staggers" in business, who perhaps never saw the inside of a modern advertising agency, or never went to an advertising or sales manager's meeting, can sometimes baffle the younger crowd of intensively trained merchandising men by

outlining a campaign that simply sweeps the board, is that they know human nature and they have dramatic sense. Ems pica means nothing to them; nor ben day backgrounds, nor A. B. C. circulation, nor scientific methods of establishing sales quotas.

Those are but the details to be worked out by somebody who knows about such things. These men are interested in the *idea*; they know, from broad experience, that *ideas* that connect up with human nature have made successes in the past because they got action; and they know that such ideas may be depended upon to do it again. So they bother little about the semicolons in the copy, or the technique of the art work, or whether the salesmen have the proper quotas. They will leave that to others, knowing, as Mr. Thomas points out, that even with bad handling a good idea will succeed, but that with a poor idea, or no idea at all, no amount of technique can make a really great success. Of course, there are many plays on Broadway that "get by," just as there are many advertising and selling campaigns that are fairly successful, but how few plays and how few merchandising campaigns there are that really stand out!

AN IDEA IN ADVERTISING IS MORE THAN A MERE "ANGLE"

And why? Is this any new discovery, that merchandising campaigns should be built on *ideas*? Not at all. It has been harped on so long that we all realize it by this time, and it seems almost presumption to write about it. It would be, in fact, were it not that we do not seem to have learned our lesson. So often our "big ideas" turn out not to be fundamental ideas at all, but merely interesting angles.

To illustrate, one of the impor-

Sept. 16, 1920

tant selling points of Congoleum floor-coverings is that they "lie flat on the floor without fastening." They are also very easy to keep clean—"no beating or sweeping—just a few swishes with a damp mop"—which is also an effective selling point. And they are low in price.

A whole campaign might con-

actual samples of the material into people's hands. And it succeeded marvelously.

Women immediately started to go to the stores with those printed color "swatches" cut from the magazines to order those particular patterns. In something less than eight years an industry covering thirty acres has been built on this idea. Yet before the Congoleum campaign was started it was said that a printed floor-covering could not be advertised profitably! Nor could it have been advertised so successfully without an *idea* behind it.

There is nothing startling about this sampling idea; no copy gymnastics; no unusual technique; no million-dollar art appropriation; no advertising melodrama. But it got action—buying action.

And speaking of action, Augustus Thomas has something to say on the subject of action which carries a hint to advertising men, particularly to copy men.

So many people think of action as physical action, says Mr. Thomas. That sort of action makes melodrama. What the great play must have is not physical action, but mental action.

And mental action is anything that changes the ideas of the people in the play. To illustrate: Let us suppose that an old man is standing by the mantelpiece, a young man sitting in a chair. They do not move. The old man is talking of heredity, of what a fine thing it is to have had good parents and grandparents. The young man begins to feel that a family line means much, that he is for that reason all the prouder of his father. Then suppose the

CONGOLEUM ADVERTISING IS BASED ON A FUNDAMENTAL IDEA AS OLD AS MERCHANTISING

ceivably have been built on any one of these three points. But it would have been merely an angle.

The plan that was worked out, of illustrating one room furnished with a Congoleum Art-Rug, and then showing "swatches" of from three to six other patterns, all in full colors, represents an *idea*. That idea was to sample the country with Congoleum in its full colors through the medium of printers' ink, instead of by the slow and costly method of putting

older
boy
so pr
you
tion,
the o
self i
action
perha
the neit
move
tion.

T
may
the
ing.
has:
plica
tisin
thing
the abou
tion.
picture
or a
haps
copy
acco
subt
betw
and
Mr.

So
diffic
just
actio
minde
do c
But
it w
gan
be i
way
cont
that
pend
sam
Tha
adve
copy
have
duce
to
mon

Th
Kiss
of a
worl
of a
type

older man, never moving, tells the boy that the man of whom he is so proud is not his father. There you get in the boy a violent action, mental yet violent. Then if the old man tells him that he himself is his father, you get another action, of a different sort, and perhaps more violent because of the variety. Yet all the time neither of the men has moved from his position.

This illustration may be remote from the field of advertising. Yet it certainly has an advertising application, for advertising action is anything that changes the ideas of people about your proposition. Perhaps it is a picture, or a headline, or a slogan; or perhaps a whole page of copy. Ofttimes it is accomplished just as subtly as the action between the old man and the boy cited by Mr. Thomas.

Sometimes it is difficult to tell at just what point the action—the change in mind, the resolve to do or to buy—occurs. But if that point, be it word, picture, slogan or paragraph, can be isolated, it will always be found to contain an idea. And that idea can be depended upon always to react the same under the same conditions. That is why so many mail-order advertisers repeat their successful copy time and time again. They have found an idea that produces the action they are trying to buy with their advertising money.

The current advertising of Djer-Kiss rouge is an excellent example of an idea campaign. The idea is worked out graphically, by means of a chart, telling women of every type just how much and what

shade of rouge they should use. Persisted in, that campaign bids fair to revolutionize women's attitude toward rouge. It will get action by changing the ideas of women in favor of using rouge as a matter of course, and of buying Djer-Kiss rouge as a matter of convenience.

The idea behind it is not new



"Oh, J-I-M-M-Y, come on over,
we're goin' shootin'!"

Your boy's coming home from school with a single day of rest again. Remind him the fun he used to have with the Winchester Junior Rifle Corps. It's the best way to keep him interested in the outdoors. He'll be back again next year. Write to us for details. We'll send you a catalog and a copy of our "Junior Rifleman" magazine. It's a great way to keep your boy busy. The Junior Rifleman is a monthly magazine for boys aged 10 to 16. It features stories, games, puzzles, contests, and other activities designed to develop the interest of young boys in outdoor sports and activities. It also includes information on how to make gun parts for model guns, and other useful articles. Order today and receive a free copy of our catalog. It's a great way to keep your boy busy. The Junior Rifleman is a monthly magazine for boys aged 10 to 16. It features stories, games, puzzles, contests, and other activities designed to develop the interest of young boys in outdoor sports and activities. It also includes information on how to make gun parts for model guns, and other useful articles. Order today and receive a free copy of our catalog.

See more copy in Winchester

By arrangement with the

Advertiser

and the

Advertiser

Sept. 16, 1920

mind for an *idea* to use in moving merchandise.

On the one hand is a warehouse of manufactured products; on the other hand is a great public. Advertising will establish a profitable connection between these products and this public. But the first question is not of getting up a series of ads, or a window display, or a catalogue, or a series of mailing pieces. The first question is: What *idea* will express these goods to this great public most effectively, most graphically?

Once this idea has been isolated, then comes the time to prescribe advertising in, or by means of, this or that type of medium. And after that it is a matter of finding fresh angles from which to present the idea. The angles are merely the bait; the idea is the hook. All the bait in the world won't catch many fish if there is no hook underneath. This explains why some advertising isn't more productive than it is.

It will pay any advertiser to check up his advertising every six months or so to make sure that he is not getting away from the fundamental idea that represents his best selling appeal. For after all, it is nearly always the idea and not the interpretation that moves the merchandise.

Direct-Mail Advertisers' Convention Programme

The programme of the national convention of the Direct-Mail Advertisers and House-Organ Publishers, Detroit, October 27, 28 and 29, calls for addresses by: W. S. Ashby, advertising manager of the Western Clock Company, La Salle, Ill., "Putting the Big Ben Talk into Booklets, House-Organs and Letters"; M. E. Yadon, advertising manager, Bradley Knitting Company, Delavan, Wis., "Getting Dealer Cooperation by Direct Advertising"; Frank L. Chance, advertising manager, Holcomb & Hoke Mfg. Company, Indianapolis, "Twenty-seven Per Cent of a Business from Direct Advertising Leads"; R. J. Rehwinkel, advertising manager, McCray Refrigerator Company, Kendallville, Ind., "Making Every Direct Advertising Dollar Bring Back Five"; B. A. Dahkle, Dahkle Stationery & Mfg. Company, Buffalo, N. Y., "The Importance of Mechanical Perfection in Direct Advertising"; Wm. A. Biddle, advertising manager, American Laundry Machinery Company, Cincinnati, "Making Your National Advertising Effective by a House Magazine to

Customers"; George A. Heintzmann, advertising manager, Dexter Folder Company, New York, "What Standardization Means to Direct Advertising and House-Organs"; Leon A. Soper, manager sales service, Phoenix Mutual Life Insurance Company, Hartford, Conn., "Turning Indiscriminate Names Into Buyers by Direct Advertising"; G. Lynn Sumner, vice-president, Woman's Institute of Domestic Arts and Sciences, Scranton, Pa., "Using Direct Advertising to Sell to Women"; O. A. Brock, sales and advertising manager, Keystone Steel and Wire Company, Peoria, Ill., "Successful Direct Advertising to the Farm Field"; W. B. Griffin, advertising manager, Holmes & Edwards Division, International Silver Company, Bridgeport, Conn., "Selling Silverware to Dealers by Mail at a Cost of Less Than 7 Per Cent"; Louis Balsam, Lewis Manufacturing Co., Walpole, Mass., "Unusual Direct Advertising—Using Your Regular Correspondence to Build Good Will"; George C. Frolick, manager, Drug and Chemical Department, United Drug Company, Boston, "How Direct Advertising Materially Helped in Building the World's Biggest Drug Business."

There will be a special meeting of house-organ editors, at which Robert E. Ramsay, advertising manager of the American Writing Paper Company, will preside.

Harry C. Spillman, educational director of the Remington Typewriter Company, will speak at a dinner to be held on October 29, on "Personality as a Basic Factor in Selling."

British Toy Makers Will Advertise to Defeat German Toys

The toy manufacturers of Great Britain have decided to undertake a co-operative advertising campaign that will follow somewhat the lines of the campaign of American toy manufacturers, described in PRINTERS' INK of October 16, 1919. So far the sum to be expended has been fixed at £5,000. This appropriation will be increased later, it is reported. The need of the campaign arises from the flow of German-made toys into Great Britain—a flow that "has already assumed proportions that may threaten the coming season's demand for the British toys," according to *The Advertiser's Weekly*, of London.

Beech-Nut Appoints Advertising Manager

Stanton Van Wie has been placed in charge of the advertising department of the Beech-Nut Packing Company, Canajoharie, N. Y., succeeding C. A. Morris, whose resignation was recently announced in PRINTERS' INK. Mr. Van Wie has been with the Beech-Nut company's sales department for some time, gathering statistics and making use of them in connection with the distribution of the company's products through the selling force.

A Publication of Big Influence in a Big Field

The immensity of the market afforded the chemically controlled industries is best demonstrated by the vast variety of materials, service and equipment sold these

industries by the many notable concerns whose main reliance in reaching this field is through advertising in CHEMICAL & METALLURGICAL ENGINEERING.

The reputations of these representative advertisers (listed below) in "CHEM. & MET." are as wide as the industrial world. They stand for shrewdness and success in advertising and marketing.



The products listed below but partially show the selling range and power of "CHEM. & MET." Ask us about selling YOUR product to this great buying field.

Allis-Chalmers Mfg. Co., Aluminum Co. of America, American Blower Co., American Engineering Co., American La France Fire Engine Co., Inc.; American Tool & Machine Co., American Well Works, Austin Co., The Barrett Co., The Bartlett-Hayward Co., Bethlehem Foundry & Machine Co., Blaw-Knox Co., Brown Hoisting Machinery Co., Buffalo Forge Co., Carborundum Co., Cast Iron Pipe Publicity Bureau, Chicago Bridge & Iron Works, Crane Co., Cutler-Hammer Mfg. Co., Detroit Range Boiler & Steel Barrel Co., J. P. Devine Co., Dixon Crucible Co., The Dorr Co., The Duriron Co., Eastman Kodak Co., Fairbanks Morse Co., Fuller Engineering Co., Fuller-Lehigh Co., General American Tank Car Corp., General Bakelite Co., General Chemical Co., General Electric Co., Goodrich Rubber Co., Goulds Mfg. Co., Green Engineering Co., Geo. J. Hagan Co., Harbison-Walker Refractories Co., Ingersoll-Rand Co., International Nickel Co., Jeffrey Mfg. Co., Link-Belt Co., Metal & Thermalt Corp., Morse Chain Co., New Jersey Zinc Co., Pacific Tank & Pipe Co., Penn. Tank Car Co., Permutit Co., Portable Machinery Co., Raymond Bros., Impact Pulverizer, Robinson & Co., Rumsey Pump Co., Jos. T. Ryerson & Co., Standard Tank Car Co., Sullivan Machinery Co., Taylor Instrument Cos., Underfeed Stoker Co. of America, United Lead Co., U. S. Cast Iron Pipe & Foundry Co., Vulcan Iron Works, Westinghouse Electric & Mfg. Co., Worthington Pump & Machinery Corp., etc.

Air Conditioning Apparatus; Air Lift Systems; Ball Bearings; Barrels, steel, wood; Belting, transmission, conveying; Blowers; Boilers; Building Materials; Burners, gas, oil; Cars, Industrial; Castings; Chemical Equipment; Chemicals; Caustic Soda; Centrifugals; Compressors; Conveying Machinery; Cranes; Crucibles; Crushers; Grinders; Cylinders, gas; Distilling Apparatus; Drying Machinery; Dust Collecting Systems; Electrical Equipment; Enamelled Apparatus; Evaporators; Fans; Filter Presses; Filtering Media; Furnaces, electric, heat-treating, etc.; Gas Controlling Equipment; Gas Producers; Gears; Sprockets; Hose; Hydrogen Plants; Industrial Plants; Instruments, indicating, controlling, etc.; Insulating Materials; Kilns; Laboratory Apparatus and Supplies; Lamps; Locomotives, industrial; Magnetic Pulleys and Separators; Acid-Resisting Metals and Alloys; Material Handling Equipment; Motors, flow, air, gas, water, etc.; Minerals, Ores; Mixing and Kneading Machinery; Motor Trucks; Motors and Generators; Oils, lubricating; Packing; Paints; Paper Making Machinery; Perforated Metals; Pipe and Fittings; Powdered Coal Equipment; Power Plant Equipment; Pumps; Pyrometers; Refractories; Refrigerating Machinery; Safety Devices; Screens; Spray Nozzles; Stokers; Tanks; Cooling Towers; Transmission Machinery; Valves; Cocks; Water Purification Equipment; Water Stills, etc.

CHEMICAL & METALLURGICAL ENGINEERING
One of the Eleven McGraw-Hill Publications
TENTH AVE. AT 36th ST., NEW YORK

THE JEWISH

WHEN economy of effort becomes, as it is today, the crucial test of all sales campaigns, the Jewish market should receive the lion's share of attention.

There is not another market so highly concentrated nor so self-contained. In a geographic area that is easily covered with minimum sales effort, there are over 1,500,000 buyers in New York City alone whose income and expenditures exceed the average for the entire country.

MARKET

THE four Jewish newspapers that cover this market further localize the sales effort through a concentration of circulation that is hardly equaled by any newspaper anywhere.

The big four Jewish newspapers published in New York are in very fact the exclusive and accredited organs of expression for the whole of the Jewish population of the city.

Bring your merchandise into a market that is economically covered, and where duplication of effort or circulation is practically eliminated.

Consult any of the Big Four of Jewish Journalism in America about your marketing problems.

Jewish Morning Journal

The Day-Warheit

Jewish Daily News

Jewish Daily Forward

Sept. 16, 1920

WHAT MAKES A GREAT NEWSPAPER?

Complete Financial News In the Home Edition



The financial page of The News is a little *different* from that of most evening newspapers. There's a painstaking completeness of financial news that is usually found in a metropolitan morning paper. In addition there is an array of markets usually neglected by financial editors. The live stock market, the dress goods, leather, produce, grain and scores of other markets are thoroughly covered. There isn't a more varied market page in an evening paper in America.

The Indianapolis News

First in National Advertising in Six-Day Evening Field

New York Office
DAN A. CARROLL.
Tribune Building

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Bldg.

USE NEWSPAPERS ON A THREE-YEAR BASIS

"How Much Will It Cost?" — Does Your Advertising Tell?

What the Retailer and the Public Think about Advertising Prices

By Robert H. Isbell

THE retailer of high as well as of low degree is featuring prices in his advertising. What has been for quite a while looked upon in some quarters as an antiquated and rather boorish sales weapon is being rediscovered as a very Excalibur of effectiveness. Where the more ornamental pop-guns of publicity have signally failed in the Grand Showdown of 1920, plebeian, sordid, vulgar Price has been vindicated. The renaissance of the stark economic factor in advertising and selling is here, so far as the public and the retailer are concerned. It is at hand in national advertising—inevitably.

Just why it should take a commercial crisis to demonstrate the value of advertising; and justifying price, is by no means clear. Cost is the big word with the advertiser himself. Usually it is an even bigger word with the consumer. Tell him everything on earth about your stuff and when you get through he will ask you one question and only one: "What does it sell for?" He likes to see that question answered in the advertisements, if only as an evidence of good faith.

The reader, as a rule uninitiated into the subtleties of modern publicity, is wont to assume that an advertisement is printed to furnish information, not to conceal it. Even at the expense of professional good form, it ought to be worth while to humor the fellow who is expected to buy the goods in his quaint little idiosyncrasy. At any rate, the retailer, even in his top-loftiest and most atmospherical guise has found it so. For some months past he has found it not merely advisable but absolutely necessary to talk turkey—meaning price—until he has become as much at home in the gallinaceous argot as the second-hand man. Prices got so high

that even the merchant with a millionaire clientele had to hunt bargains, and devise other means of satisfying the price demand. He was forced to descend to explanations. He is still explaining. Right now price is the biggest talking point extant, and it is a point that will not down. It cannot be wished away.

Because manufacturers have ignored the spirit of the times, and quite generally have followed a business-as-usual-policy in their advertising, the retailer feels that the whole burden of justifying increased prices to the consumer has been dumped on his tottering back. By virtue of his first-hand relations with the public, he has had to be the target of profiteering charges. It irritates him that so many manufacturers have automatically passed the buck to him by keeping silent about price advances in their advertising. Significant of this attitude is a resolution adopted at the convention of the New York Retail Grocers' Association held at Poughkeepsie in August. It took the form of a demand that manufacturers of nationally-advertised goods announce the increased prices of their products to the public, in order to protect the grocers from the attacks of those who believe their dealers are pocketing the difference between the old and new prices—or at least establishing whatever new prices they think they can get.

The resolution reads:

"Whereas, During the last few years prices on all commodities have risen to such proportions that all former established retail prices had to be discontinued and new ones established; and, whereas, the great majority of the nationally established advertised articles are kept constantly before the public through the newspapers, magazines and other mediums without

the slightest notice of conveyance from the manufacturer to the public that the old resale price had been discontinued; therefore, be it

"Resolved, That the delegates to the Annual State Convention of Retail Grocers assembled, do hereby ask and they demand that all such manufacturers immediately put a resale price with their advertising as of yore, to convince a much-bewildered public that it is not the retailer who is pocketing the money between the old established and the new selling price."

Maybe this rugged classic will start something.

By the way, I notice the Campbell Soup ads state quite clearly that the price is fifteen cents a can. How far that little candle throws its beams!

Of course it is quite true that with many products, prices have advanced unexpectedly—overnight—and so frequently that it has been impracticable to be specific in national campaigns. All the same, it is easy enough to apprise the public that prices are higher than they used to be. Frankness is a great builder of good will. The public of 1920 is a suspicious public—perhaps for good and sufficient reason. Any side-stepping of the price issue, any airy dismissal of the economic factor is full of danger. Who can say that his product is so powerfully entrenched that it can stand a psychological drive?

It would not be at all surprising if some manufacturers found their neglect to do some explaining direct to the public a costly oversight. A five-cent soap that goes to ten cents without taking the public mind along with it, is giving the maker of a similar though inferior soap that can still be sold for five or six cents the opportunity of his life. Price is paramount with a lot of people—as a matter of necessity. They do not look upon the buying of goods as a mere gratification of desire. Cost means as much to them as it does to the manufacturer or the retailer. Price is not to be treated lightly in advertising. The post-war fling is over. The musicians have sounded their good-night

toot. People demand to know the prices of things. And they want to know the why of prices. Talk price to a man if you want to hit him where he lives.

It seems to me the matter of price has been unduly shunned all along. For some reason or other it has been considered impolite to let the reader of advertising think about price. This thing of price-bashfulness has often looked like a transparent affectation to a whole lot of people. Of course most of these crude folks do not write advertisements. They only read them.

In ordinary fairness to the consumer, if for no other reason, he ought to be told what he will have to pay for the thing he is urged to buy. Consider his pardonable curiosity. Consider also that inevitably he must penetrate this secret before he can enter into possession of the advertised article. Why torture him with suspense? This is a pretty busy world, and all of us like to find and use the short cuts. There are plenty of people who like to get their information complete at one crack. Concentration, that's it. Robin Hood's barn may be a magnificent edifice in the inner circles of advertising psychology, but its beauties are, alas! not appreciated by the hoi polloi without the fold. Whatcha got to sell? What is it for? What will it do? *How much is it?*

The fact that a manufacturer produces a good shirt, a good automobile, or a good cigar, is without commercial significance except in relation to the price for which he sells it. This is a basic matter, something that cannot be wished or advertised away. By making a mystery of price the prospective purchaser is often led to fear the worst. He thinks the maker is ashamed to admit his price. When the price of an article is stated, its economic status is automatically established. The advertiser has told the consumer something definite and tangible. He has reduced his proposition to universal elementary terms. It is a mistake to assume that only a low or "bargain" price

A Circulation Is No Larger Than Its Value Is to You

If you are in possession of some commodity for which you have no real use, your first thought is to sell it to the best advantage.

In order best to do this you go over in your mind your list of acquaintances and their possibilities as buyers.

Mentally you eliminate Jones—because he cannot afford it; Brown—because he would not appreciate it; Smith—because he could neither afford nor appreciate it, and so on down the line.

Then to those whom your good judgment tells you are selling possibilities you tell your story.

In other words, you use your selling strength on your known possibilities and eliminate the known wastage.

A successful merchant conducts his selling plan in the same manner, the difference being in the size of the proposition.

The personal acquaintance being an impossibility on account of the magnitude of the proposition involved, and selling, as he must, through the printed word, his sole method of judging the readers of the various media is by the tone of the various media.

Given a newspaper that is freakish, sensational in its news features, careless in the advertising it publishes, and it is not difficult to visualize its readers. Such newspapers cannot obtain and hold the respect of the better-class reader.

Given a newspaper that is sane, whose editorial policy makes an appeal to people of intelligence and whose advertising columns are as clean as are its news columns and you instinctively know that this paper is bound to attract and hold the intelligent and better-class reader.

For your advertising, which newspaper makes the greatest appeal? Which will bring you the greatest results?

"You cannot make a silk purse out of a sow's ear." By the same token you cannot make customers out of people who have neither the intelligence to appreciate your offerings nor the ability to purchase them.

As we said in the beginning of this advertisement, "a circulation is no larger than its value is to you."

The majority of the people of Chicago and vicinity who have both appreciation of better-class goods and the ability to buy them are readers of

The Chicago Evening Post One of the Shaffer Group of Newspapers

Eastern Representative:

Kelly-Smith Co., Marbridge Building, New York.

Western Representative:

John Glass, Peoples Gas Building, Chicago.

should be advertised. Any article that is worth the price asked can feature that price to advantage. It is a clean-cut challenge. Don't our esteemed contemporaries of the national field ever grow weary of the serpentine "costs-no-more-than-ordinary-socks" and the "you'll be - surprised - how - little-they-cost" stuff? It always sounds sort of fatuous and insincere to me. Why not let the cat out of the bag—if for no other purpose than to show the consumer it will not scratch?

I have often been surprised to learn accidentally that an article cost less than I had expected from the blindfolded advertising. Also I have often been disgusted to discover at the last moment, with escape utterly cut off, that an article cost more than I had expected. The logical place to relieve the fears of the consumer is in the advertising. Also it is the logical place to soften the shock—if there is to be any. The advertiser has all the time and opportunity in the world to set the buyer right in the matter of price—to sell him completely on this as well as other features. Why leave it to the dealer? That functionary naturally takes the line of least resistance and shows some other line if the going becomes heavy.

The recent Mitchell car advertisement is the first auto ad I've read through in quite a while. The price motif snagged me—no escaping. The thing I have vainly searched for in automobile advertisements—the thing I have seldom discovered—the thing which when present at all, sought to hide itself in the most delicate agate—Lo! here was that thing boldly elevated to the pinnacle of prominence. The Mitchell car \$1750! Was it an hallucination? No, for this followed: "An appeal to sanity in motor car buying as in other buying. We speak here of price. We make it the main consideration. Other considerations, while tremendously important, become secondary to money value. Save \$500 or more." That ad says what the average man thinks to-day when he thinks about buying a

motor car. And that is the kind of thinking he is going to think no matter what else automobile advertisers may try to get him to think. That first line of copy might aptly be paraphrased: "An appeal to sanity in advertisement writing as in other kinds of writing."

Look how frankly the Ingersoll Watch meets the price issue—an example of sound advertising sense as well as of commendable sincerity. Ingersoll Yankee, \$2.50. "The lowest-priced Ingersoll—direct descendant of the original Ingersoll. Because of present-day costs and the diminished purchasing power of the 1920 dollar, \$2.50 is the lowest price at which the famous Ingersoll quality can be maintained." No shirking, no passing the buck here.

Who does not extend the right hand of good fellowship to Old Dollar Bill—fittingly glorified in the advertising of the Eveready Razor? D. B. is a mighty welcome performer on the advertising stage, and it takes no manufactured claque to assure him a rousing encore. Let's have more of him.

And here is a sample from the advertising of Michaels, Stern Clothes—a whole lot of men will say "amen" to the sentiment: "The question of getting good style and good fit is of secondary importance to getting good value." Sounds reasonable. Most of us always thought so, too.

Tell us about the money end, gentlemen. We've got just so much to pay our way through the advertisements. Don't keep us looking at the blue sky all the time—it's hard on the eyes. We don't like to annoy you, but if it would not be asking too much, what is the price of your wares? Now, of course, if it is against the lodge rules, we will not insist. We can hunt around and find out—or we may run across somebody who knows. But just this once—we won't tell a soul—as man to man—just what would it take to buy this contraption? What? You don't say? I'll go right down and buy one. Had no idea I could afford it.

Dealer Confidence In The *Sunpapers*

C Breaking into a new market usually means hard pioneering. Dealer co-operation and ready sales come only after you have created a demand.

C In Baltimore, The *Sunpapers* with their established dealer influence, widespread *home delivered* circulation and dominant prestige have reduced the amount of necessary pioneering to a minimum.

C The retail dealers know that The *Sunpapers* are delivered by authorized Sun Carriers to the homes around their stores. They have confidence in the benefits they will derive from an advertising campaign in The *Sunpapers* because experience has taught them that sales follow advertising in The *Sunpapers*.

C Write our Service Department for data on the Baltimore Market and conclusive evidence that

**Everything In Baltimore
Revolves Around
THE SUN**

Morning

JOHN B. WOODWARD
Times Bldg., New York

Evening

Sunday

GUY S. OSBORN
Tribune Bldg., Chicago

**Baltimoreans Don't Say "Newspaper"
—They Say "Sunpaper"**

Sept. 16, 1920

**A printer's recommendation
that produced a
60% increase in "returns"**

AMERICAN WRITING PAPER COMPANY
EAGLE A PAPERS

BONDS—WRITINGS—LEDGERS—BOOK PAPERS—OFFSET



The Watermark
of Excellence

This full-page announcement
appeared in newspapers throughout
the country about August 17.
Send for copies of it to send to
your principal customers.

AMERICAN WRITING

EAGLE A PAPERS: BONDS—WRITINGS—LEDGERS—BOOK PAPERS—OFFSET

The onward sweep of a new era in the Printing Industry

Printers and Paper Merchants everywhere now tying up to campaign selling the Printer's service to the buyer of printing

THE success of the newspaper campaign of the American Writing Paper Company has been recognized on all sides. From every section of the country a flood of letters has poured in to the general offices in Holyoke. Following are merely a few of the comments that have been received:

"Just finished reading the full-page ad in the Boston Post," writes one Printer, "and could not refrain from writing immediately. In my opinion this is the broadest and strongest tie-up with the Printer I have ever seen. It's bully. The attitude taken by your company in dignifying the printing business and profession can't help but draw to you every broad-gauged, progressive Printer in the country. It is capitalizing the modern trend."

Another Printer tells of a customer who was in the habit of buying his envelopes and turning them over to his Printer to be printed. "After reading the first full page

announcement of the American Writing Paper Company," writes the Printer, "this customer decided that if he did not have enough confidence in me to trust me in buying the paper, he had better discontinue doing business with me."

The unfolding of a big plan

An article in the June 5 issue of PRINTING sums up the whole situation as follows:

"While the display advertising in the newspapers is being done on a large scale, perhaps an even more important feature is the linking up with the campaign of Printers, Lithographers and Paper Merchants. As the ramifications of the general scheme reveal themselves, it can be seen that the big paper manufacturing company is setting up a huge, far-reaching campaign for the betterment of the industry at large, in which all factors are being carefully dovetailed together."

AMERICAN WRITING PAPER COMPANY
Holyoke, Mass.



PAPER COMPANY

PAPERS—COVER PAPERS—PAPETERIES—TECHNICAL PAPERS—SPECIALTIES

Sept. 16, 1920

The LARGEST PAPER
In the State of Connecticut

**The
HARTFORD
Sunday
COURANT**

**The LARGEST
MORNING PAPER**
In the State of Connecticut

**The
HARTFORD
Daily
COURANT**

*Gilman, Nicoll & Ruthman
REPRESENTATIVES
World Bldg. Tribune Bldg.
New York Chicago.*

"Tie-Up" Is the Basis of the New Sherwin-Williams Campaign

Broadsides Spell Out the Campaign to the Dealer—Ad Chat Paves the Way for the Salesman

By C. M. Lemperly

Advertising Manager, The Sherwin-Williams Company

SEPTEMBER first marks the new fiscal year for The Sherwin-Williams Company and always introduces some new advertising plan which retains as its backbone much of the past treatment, yet dresses the entire plan in new form and presents it in an entirely different way.

This company, in common with many other large advertisers, believes the repetition of a fundamental sales point is valuable, and should only be dressed up occasionally rather than entirely revamped and revised. The new campaign which was started on its way with a double spread in a national weekly the last week in August, as far as periodical advertising is concerned, uses photographic treatment instead of drawings, and the photographs are all life poses of painters, housekeepers and property owners—not studio poses, but the real thing.

The main link in the campaign is the tie-up plan. Realizing that it is asking too much of dealers to tie up with the national advertising plan without the necessary means of doing it, the company is putting out a series of a complete Tie-Up Envelope to the dealers. The envelopes go out two or three weeks ahead of each advertisement in the series and contain a broadside illustrating and explaining the complete tie-up for the campaign, window poster, window display, mailing card, newspaper electro and lantern slides. There is a coupon at the bottom of each broadside which enables the dealer to order the specific features which he wants to tie up with the coming ad.

But, in order to catch all of the dealers, and not just the ones who

return the coupons, there is a window poster and a set of periodical ad proofs enclosed in the original envelope so that anything he sends for on the coupon is an additional tie-up, and there is no chance of his having nothing to display in his window and store at the particular period when the advertising appears.

A SIGN FOR USE INSIDE THE STORE

An enameled iron sign with clips hanging from it was sent to all of the agents prior to the first mailing, and they are asked to hang the proofs from this sign as they come along. The sign is of such permanent character as to make a good indoor agency sign when used alone and a better one when used as directed for hanging the proofs and posters.

In the magazine advertising, six main products are specially featured, and the six tie-up campaigns are sent out to the dealers simultaneously with the appearance of the double spreads on these six particular products.

When the consumer sees the national advertising and then sees the same illustration on the poster in the dealer's window, then gets a reminder on the mailing card, then sees the same illustration in the dealer's newspaper advertising, what is the result? He buys the product advertised and is a good prospect for further advertising and tie-ups on the other products in the line. It is not just a national plan, for fully 50 per cent of the plan is devoted to the localized tie-up helps which appeal to the dealer and enable him to identify his store locally as the Sherwin-Williams agency.

Each envelope contains a broadside, a window poster and ad

proofs. These envelopes are all mailed from Cleveland to the agency list. The return coupons, however, are imprinted and come back to the local sales promotion department, where they are taken care of, and from which point are sent the requested window displays, electros, lantern slides, mailing cards and other tie-up features.

The results from the first August tie-up mailing are interesting

in the coupon. Not so with this campaign, and the results can possibly be taken as a tribute to the results from long and continued national advertising which have encouraged these dealers to see the possibilities of putting a little of their own energy along with this work to get the local tie-up benefit.

Another interesting thing was the preponderance of orders for the three-column six-inch newspaper electrolyte — this being by far the most popular size of all those offered.

The principal other size was four-column eight-inch, but the three-column six-inch electros pulled the other about ten to one, perhaps indicating an average space which most of these live dealers were running regularly under contract in their local papers.

We offered a quantity of mailing cards a little larger than the ordinary post-card, and printed on the back in color with the same design as the national

advertisement. Multigraphed above the illustration was a personal message from the dealer, and a place left for the dealer to sign his own name in pen and ink. The dealer was to put his own postage on the cards. The results from the coupon show a big demand for this card, with the result that the estimated quantities ran far short and for the second campaign there will have to be an additional 50,000 or 100,000 of these cards printed to take care of the demand.

This is an indication of the dealer's preference for some personal message to his customers which he can sign. If it is already prepared for him so he just has to sign the card, he is perfectly willing to spend his time picking

The First Tie Up at a Glance



CHARTING DEALER TIE-UP WITH NATIONAL ADVERTISING

in that they indicate quite a preference on the part of the dealer for having something in the original envelope which enables him to put in a tie-up window and display without the necessity of returning the coupon. This also "bridges the gap" between its receipt and the appearance of the advertisement.

The results further indicate that about 95 per cent of the coupons which were returned came from the liveliest agents. On former campaigns it has been our experience, as well as that of many other advertisers, that where something is offered for nothing on a coupon a large bulk of the returns come from more or less average dealers or customers, and many times the better dealer overlooked sending

ith this
an pos-
to the
ntinued
h have
to see
a little
ng with
tie-up

ng was
ers for
news-
otype—
far the
size of
offered.
l other
our-col-
uch, but
mn six-
os out-
o other
o one,
ting an
which
se live
unning
er con-
r local

a quan-
g cards
r than
post-
ited on
color
the de-
national
l above
al mes-
a place
is own
dealer
on the
n the
d for
at the
short
n there
al 50-
cards
e de-

of the
e per-
omers
eady
st has
fectly
cking

WHAT form of advertising can be said to reach *all* prospective purchasers of quality products in New York?

To say nothing of the effectiveness and the economy with which they are all reached through New York Theatre Programs.

Over a million and a half a month concentrated on the best people in New York—The largest volume of class circulation in the world.

New York Theatre Program Corporation

Formerly Frank V. Strauss & Co.

108-110-112-114 WOOSTER ST. NEW YORK

CHICAGO
406 Tower Bldg.

BOSTON
Little Bldg.

SAN FRANCISCO
Crocker Bldg.

out his own list and putting his own postage on the card. An extra supply of the broadsides was printed for going after prospective dealers, and this is an effective feature because it shows the prospect the actual tie-up and dealer work being done for the established trade.

In order to get the greatest specific sales benefit from the particular products featured in the series a classification card system was devised with tabs, and the sales promotion department can use the extra supply of the tie-up envelopes very effectively in trying to bring Class C dealers into Class B and Class B dealers into Class A, as well as in getting a more uniform distribution of the product through special promoting effort.

The tie-up campaign is explained to the salesmen in a little monthly organ called "The Sales and Advertising Chat," pocket size, with front and back envelope pockets containing the advance proofs and the advance broadside. This goes to the salesman just before the dealer envelope goes out, so he is familiar with it, and he also gets the first mailing of the dealer envelope, which he in turn uses as a part of his sales outfit.

The strength of the campaign is almost entirely in the persistent and constant tie-up repetition of the national design and copy with the local features, and in this way much of the waste is eliminated and a considerable additional circulation is secured.

United Cigar Store Sales Increase

Sales of the United Cigar Stores Company of America in August were \$6,508,036, an increase of \$1,410,655, or 27 per cent over August last year. Sales for the eight months were \$49,762,374, an increase of \$11,698,329, or 30 per cent.

Lightolier Account with Redfield Agency

The Redfield Advertising Agency has secured the account of the Lightolier Company, New York, manufacturer of electric lighting fixtures.

Procter & Gamble Employees Will Elect Three Directors

Three new members of the board of directors of the Procter & Gamble Co. will be elected to-morrow from among the employees of the company by the employees. The three new directors are selected from a group of fifteen. This group of fifteen was nominated in primaries held in the three plants of the company. Each plant is limited to five nominees in the primaries.

For thirty years the Procter & Gamble Co. has encouraged employees to become stockholders. A considerable number are now and have been for many years owners of the company's stock. The plan to give employees representation on the board of directors was first announced in March, 1911, by William Cooper Procter, president of the company.

The following rules govern the nominations and elections:

1. Only those employees who have been in the service of the company six months or more on September 10 and who are twenty-one years of age if male, eighteen years of age if female, will be allowed to vote.

2. Nominations will be made by the employees' conference committee and shall consist of five names, not more than two of whom shall be members of the conference committee.

3. Nominations shall be posted on all plant bulletin boards on September 10.

4. In order to qualify for nomination for the position of director of the company an employee must be thirty years of age or more and must have had at least three years' service with the company.

5. Elections will be by secret ballot. The local plant management will supply a ballot box for each department. Lists of qualified voters will be posted prior to election day.

6. Printed ballots will be given out to all qualified voters, listing the five nominees in alphabetical order (one to be voted for).

7. Usual election rules in regard to improperly marked ballots, etc., shall govern.

8. Polls will close at 5 p. m. on September 17. All ballot boxes will be delivered to the office of the plant superintendent, who will appoint three tellers and three auditors to make and certify to the count of the ballots.

9. The employees of each of these plants who receive the highest number of votes shall be declared the choice of the factory force for election to the board of directors by the stockholders of the company at their annual meeting October 13.

New Agency in Denver

A. B. Condon & Company is the name of an advertising agency that began business in Denver, Colo., September 1. Mr. Condon has been associated with the Conner Advertising Agency, Denver, for the past year and for the last six months served that agency as vice-president.

Get The Facts!

**About the LOUISIANA-
MISSISSIPPI MARKET**

TRADE EXTENSION BUREAU

What safety IS first?

Approximately 75,000 SAFETY RAZORS were sold last year in the territory covered by THE NEW ORLEANS ITEM.

Are you interested in securing an accurate line on the relative SALES and distribution of—

<i>Auto Strop</i>	<i>Gem</i>
<i>Durham Duplex</i>	<i>Gillette</i>
<i>Enders</i>	<i>Keen Kutter</i>
<i>Eveready</i>	<i>Penn</i>

We have the data. It points the way to a wonderful Opportunity for some one who will step lively.

Write or wire.

"In New Orleans—It's The Item."

THE NEW ORLEANS ITEM

Published Week-Day Afternoons and Sunday Mornings

JAMES M. THOMSON
Publisher

National Advertising Representatives
JOHN BUDD COMPANY

A. G. NEWMAYER
Associate Publisher

New York, Chicago, St. Louis, San Francisco, Los Angeles, Atlanta, Seattle.

Sept. 16, 1920



"Buyers Are Certainly Strong for Simmons-Boardman Cyclopedias!"

A month ago the advertising manager of a nationally known manufacturing house was considering use of space in the 1921 MATERIAL HANDLING CYCLOPEDIA, and he asked us what the users of Simmons-Boardman Cyclopedias thought of their books.

"Why don't you ask them?" we suggested.

So he did.

"We wrote to quite a few of the chief engineers and executives of leading plants," says Mr. Advertising Manager, "and the answers were almost unanimously of the opinion that these cyclopedias hold an important place in the industries represented." We don't know to whom this Advertising Manager wrote, or who answered his letters. But we do know that he was so enthusiastic about the replies he received that he sent us extracts from them.

"We Use It In All Departments"

"We use this book in all departments," says a letter from a locomotive works, referring to the LOCOMOTIVE CYCLOPEDIA, "and also in our domestic and foreign offices." Not much question there about the practical value of the volume!

"In Constant Use in Our Office"

"The CAR BUILDERS' CYCLOPEDIA is in constant use in our office," says the chief engineer of a car-building company, "as a standard reference in the car-building industry."

And a shipbuilding firm has this to say of another essential Simmons-Boardman Book:

"We have found the SHIPBUILDING CYCLOPEDIA of considerable value in comparing the products of different concerns."

These Are the Books to Carry Your Sales Message

That's the way the rest of the purchasers of Simmons-Boardman Cyclopedias feel about their books. They buy them to use—and they use them constantly. All of these five Simmons-Boardman Cyclopedias have built their sales success on a foundation of intrinsic technical value:

- MATERIAL HANDLING CYCLOPEDIA
- MAINTENANCE OF WAY CYCLOPEDIA
- SHIPBUILDING CYCLOPEDIA
- CAR BUILDERS' CYCLOPEDIA
- LOCOMOTIVE CYCLOPEDIA

These essential texts carry the selling messages of manufacturers of transportation and transferation equipment right into the private offices of the men who buy. They do not stop at *calling* on your prospects—they *live* with them!

SIMMONS-BOARDMAN PUBLISHING CO.

"The House of Transportation"

WOOLWORTH BUILDING, NEW YORK

Chicago

Cleveland

Cincinnati

Washington, D. C.

London, England

Sept. 16, 1920

THREE are plenty of ways to economize on your printing, but choosing the lowest bidder is not always one of them.

Many buyers of printing, after years of costly experimenting, settle down to one or two printing houses, relying on them to effect all the possible economies that are consistent with good work and efficient service.

Most of our accounts have been on our books for a long time—some for twenty-five years or more.

We take it as a good business policy that the protection of a customer's interests is the best possible guarantee of continued business relations.



CHARLES FRANCIS PRESS
461 EIGHTH AVENUE, NEW YORK
TELEPHONE LONGACRE 2320

Elements That Go to Make Art Embellishment Striking

Technical Ways and Means of Putting Novelty into Otherwise Prosaic Ideas

By W. Livingston Larned

ONE of the greatest problems to be faced in an art department is segregating the spirit of the art for various accounts, that they may not bear too close a family resemblance.

The writer recently talked with a man who is the head of a large enterprise manufacturing the novelty toys sold on street corners. He said that only the extraordinarily clever ideas sell in large volume. And when they strike one of these, it is easy to clean up thousands. Your busy pedestrian will rush past any hawker's stand where conventional articles are for sale. But devise a new toy that will walk, a bird that will sing, a folding, whistling, animate scheme, and the crowd collects. America is very fond of that last added touch of shrewdness.

And in advertising there is a demand for the last added percentage of ingenuity. As a rule, it finds its best expression in the layout, the pictorial composition.

The ten per cent beyond ninety is the most difficult part of the job as might be expected.

Cleverness is in constant demand, if it has a balance wheel, if it is not ridiculous, out of place, aside from the elements of salesmanship.

What do we mean by the extra touches that give an advertisement individuality?

What really constitutes the eye-catcher of display?

It is certainly not inappropriate ideas for illustration remote from product and text. It is not freak stunts in draftsmanship. It is not being original at the expense of common sense.

A recent Emerson phonograph page wishes to emphasize its circular horn. Science, it seems, has said that sound, tone, travels in "round waves." Thus with a

round horn a phonograph may achieve full, round tone in reproduction.

The instrument is pictured in half-tone in the lower right-hand corner of the page. Above, text and pen and ink figure illustrations, complete the balance. Emanating, however, from the circular mouth of the horn, are many delicate line circles, drawn with a compass. They run right over the half-tone, and, in their widening ripples, finally run off the page.

The result is decidedly interesting to the eye, because the eye is accustomed to no such trick. And what the advertiser desired, beyond visualizing tone waves, has been achieved—the attracting of visual attention to the mouthpiece of the instrument. This all comes under the head of common-sense cleverness.

The advertisement would have been complete and pleasing without the sound waves. With them, it was manifestly more compelling.

The Magnesia Association has a rather prosaic proposition to handle pictorially.

Magnesia saves coal, saves heat. It is identified with large building operations.

And here is how a thoughtful, studious idea-man planned one strikingly original illustration that was deemed worthy of a full page.

A photographer was sent to the scene of the earlier stages of erecting a very large business building. Not much could be snapped beyond the excavation, masonry, cranes, and piles of waiting material. Over this print an artist drew the ghostly outlines in phantom-style of a fifteen-story structure. It was fairly complete at the top of the page but melted into nothingness at the bottom where it reached the excavation.

The combined effect made a

Sept. 16, 1920

The Gates Rubber Company is carrying a campaign in The Minneapolis Tribune, copy coming through the Conrad Agency.

The Ediphore, manufactured by Thos. A. Edison, Inc., is being given further wide publicity in the Northwest through a campaign placed with The Minneapolis Tribune by the Hanf-Metzger Agency.

The First National Bank of Boston is increasing its country bank connections by means of a series of advertisements in The Minneapolis Tribune. The schedule was placed by the Franklin P. Shumway Company.

The Gainaday Electric Company, of Minneapolis, is using full-page space in The Minneapolis Sunday Tribune to advertise Gainaday electric washers and wringers. Illustrations with a decided punch mark the copy, which is being furnished by the Fuller & Smith Agency.

A consistent campaign is being made in The Minneapolis Tribune by the Durnam Air Way Sales, Inc., of Minneapolis, for the Air-Way Electric Cleaner. Page and four-column space is being used in the Sunday editions.

A campaign running to October is being carried in The Minneapolis Tribune by the Mitchell Advertising Agency for the Waterman Waterbury Co., of Minneapolis, manufacturer of heating and ventilating supplies.

A series of advertisements is being published in The Minneapolis Tribune for the Chicago Great Western Railway, copy having been furnished by the Dudley Walker Agency.

The American Eveready Works does not believe in hiding its light under a bushel, literally, therefore it is using The Minneapolis Tribune to advance the interests of its "Eveready Daylo" flashlight in Minneapolis and throughout the Northwest with a well-sustained line of eye-compelling copy sent out by the Murray Howe & Co. Agency.

Full-page copy was used in The Minneapolis Tribune recently by the Metropolitan 5 to 50-Cent Store announcing a reopening sale with results far in excess of the store's anticipations.

Salada Tea is making its bow twice a week to the people of Minneapolis and the Northwest through the columns of The Minneapolis Tribune. Copy is placed by the Herman W. Stevens Agency.

Jack Rabb, dean of the advertising fraternity of St. Paul, Minn., advertising director of the Golden Rule department store of that city, has developed an idea he has had in mind for some time—that of drawing shoppers from the other Twin of the Twin Cities, Minneapolis, by means of a display advertising campaign in The Minneapolis Sunday Tribune. He uses large space each Sunday and fills it with attractive copy.

Caldusarius Bard, of the Plymouth Clothing Company, one of the big stores of Minneapolis, probably is one of the busiest advertising men of that city. He has direct supervision of the women's cloak and suit department, is manager of the Plymouth Fur department and writes all the store's advertising copy. He combines real literary talent with good, up-to-date sales arguments—a rare combination.

The Minneapolis Tribune

First in Its City

First in Its State

First in Its Federal

Reserve District

Member A. B. C.

Largest Home Carrier Circulation

England and France Permanent Selling Ground

American Manufacturers Have Established Permanent Headquarters — War Taught American Business Methods and Now These Countries Are Learning American Ways of Advertising

THE American manufacturers who are after markets in Europe, especially in England and in France, are introducing American advertising methods adapted to those countries and are helping to put advertising on a real economic basis in those countries, according to Amos Stote, of N. W. Ayer & Son, who has just returned from a stay of several months in England and in France. "A number of big American companies have gone to London and Paris, have built permanent headquarters, and organized large staffs," Mr. Stote said. "They have gone there to stay. England and France are no longer listed as 'sometime customers,' but are a part of the regular, definite market of these companies.

"Both these countries are working hard to secure increased production, along the lines we are working in this country. France now knows the value of American methods of large-scale production, labor-saving machinery and the bonus wage system. Yet, despite this knowledge of means to increase production, there is not the same amount of knowledge on modern and efficient distribution which we sum up in advertising.

"When the American manufacturers who are still looking upon France and England as prospective customers decide to join their fellow-manufacturers now in those markets they must work with them in their efforts to make advertising stand on an economic basis.

"The American manufacturer going into France and England, who is desirous of getting the same results from advertising that he gets in these countries, must face these facts:

"In England, if it were not for the fact that the advertising agencies have in an appreciable degree taken advantage of the precedents established by American advertising agencies, it could be said that English advertising of to-day is what American advertising was in 1900. The English agencies are receptive to new ideas. They need more co-operation among themselves, and they need, above all other things, the co-operation of the English publisher. When it becomes possible to obtain an analysis of the circulation of any given English publication a long step toward advertising that has an economic basis will be made in England.

"In France the task of getting real help from advertising is far more difficult than in England. So far as advertising is concerned, France is in a primitive state. The 'concealed advertisement' comparable with the product that the American press agent has furnished American publications has been one of a number of causes that has stunted the usefulness and the growth of advertising.

"In spite of these conditions, some American manufacturers are getting the kind of advertising they desire in both of these countries," Mr. Stote concluded. "They get this because they are insistent in their demands and willing to pay for all of the extra services, services unknown to the agencies in those countries, that the programme of an American advertising campaign calls for.

"The economic basis for advertising will eventually obtain in England, and France, but its advent is being accelerated by American manufacturers who are getting markets in those countries."

C. W. Byrne Makes Change

C. W. Byrne has become space buyer with the advertising agency of Williams & Cunningham, Chicago. He formerly was with Critchfield & Co., in the same city in a similar capacity.

The Wall Street Division of the New York University School of Commerce will conduct a class in bond salesmanship beginning the first week in October, in charge of Arthur Dunn.



Splitdorf has adopted Industrial-Educational Film Medium

SELLING sparks is the business of the Splitdorf Electrical Company, of Newark, New Jersey. Because of the efficiency of their Splitdorf magnetos and green jacket spark plugs, they are the world's largest makers of ignition equipment.

With a complete advertising campaign, headed by full pages in the Saturday Evening Post, the Splitdorf Electrical Company realizes the value of Industrial-Educational Films, if properly produced and distributed. It is with gratification that we announce that we have just completed for the Splitdorf Electrical Company, a film production of their products. Our organization was selected for this work because our past record of performance demonstrates conclusively that Truth Productions are efficient aids in the solution of merchandising and other business problems.

A request will bring you complete information on the possibilities of applying Truth Productions to your work.

HARRY LEVEY SERVICE CORPORATION

*Producers and Distributors of
Industrial Educational Films*
NEW YORK CITY

Temporary Offices: 1664 Broadway

Studios: 230-232 West 38th Street

Sept. 16

July 8, 1920

PRINTERS'

Manufacturers who gloss over their dealer problems have an awakening about due. The importance of the dealer in the development of modern merchandizing grows from month to month. Many concerns operate their dealers on a sort of probation system—if the dealer behaves and makes good, he may continue to handle the line; if he does not, it will be taken away from him and given to another dealer. Every dealer is a section of the sales department. The sales department should move in and start something. The dealer is waiting.

Here, from no less sound a writer than Mr. Roland Cole, in no less authoritative an organ than PRINTERS' INK, is the very gospel HARDWARE AGE has preached—and put into the most successful practice—for more than sixty years.

This paragraph is Mr. Cole's conclusion to "Moving the Sales Department into the Dealer's Store," an article that shows how the Greenfield Tap & Die Corporation, of Greenfield, Mass., through real dealer cultivation, has educated hardware merchants into active, intelligent selling forces for the G. T. D. line of tools.

For the last year HARDWARE AGE has been used in full page weekly space to carry this company's selling messages to hardware dealers the country over—the only hardware paper that has been so used in this campaign.

The
deale
sectio
—as
to th
tinua
mak
chan

The
with
mutu
busin
hard
busin
unde
resp

In i
over
char
cati
pag
effe
imp
paid
por

To
ing
sen
Up

H

The manufacturer who recognizes his hardware dealers as his front line salesmen, treats them as sections of his Sales Department and keeps them—as he does his other salesmen—constantly alive to the best ways to SELL his products, is continually adding to a sales momentum that will make for the maximum distribution of his merchandise.

The sure way for manufacturers to keep in close touch with their hardware dealer-salesmen and give them this mutually advantageous business help is through their business paper, **HARDWARE AGE**. Here progressive hardware dealers look each week for every sort of better business help; here business messages will be read by them under the most favorable circumstances for gaining their respect and interest.

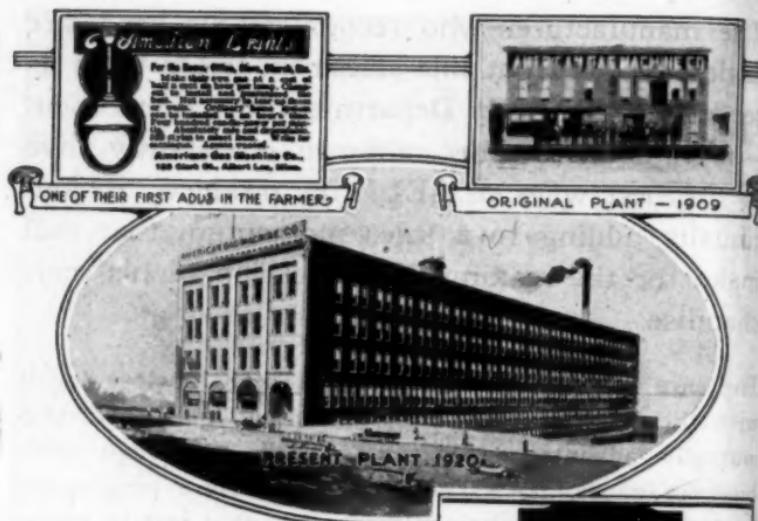
In its editorial pages **HARDWARE AGE** has been for over sixty years an "inspiration to better hardware merchandising" and its advertising pages are specific applications of this business-building principle. The advertising pages of **HARDWARE AGE** offer manufacturers the most effective, low-cost, national medium to give "that selling impulse" to hardware dealers the country over through a paid circulation that closely parallels the number of important dealers throughout the whole United States.

To agencies or companies interested in gaining or increasing distribution through hardware selling, we will gladly send upon request our latest A. B. C. report and "*A Close-Up of the Hardware Dealer.*"

Hardware Age

239 West 39th Street New York City

Sept. 16, 1920



GROWTH!

The American Gas Machine Company, of Albert Lea, Minnesota, enjoys a success made possible by sound principles of service and reliability. Its development from a one-story factory to a large manufacturing plant has been unusual.

For eleven consecutive years the force of consistent advertising in *The Farmer* has played an important part in the development of this company.

*The heaviest pieces and the
daintiest fabrics*

*Bulky, bulky mixed pieces or delicate lingerie—just
gements so one would dare wash on an ordinary machine
—everything is safely, neatly and quickly washed in the
Oscillator Vacuum Washer*

*The Oscillator moves over a private distance in over
four thousand various chamber bushes and motor
through the water at a rate of 1000 oscillations per minute.
That's why it is an remarkably rapid and thorough. Can't wear
the washboard? Then here is the answer with only the water. Wash
for electric current power with power driving vacuum pump,
tight storage motor and locking brace. Sold by leading dealers.
Write for catalog. Price \$100.00. Send for an expert.*

AMERICAN GAS MACHINE CO.
10 CLARK STREET ALBERT LEA, MINN.

Ask the Woman who uses one

IN THE FARMER, AUGUST, 21, 1920

THE FARMER

A Journal of Agriculture

WEBB PUBLISHING COMPANY, Publishers
St. Paul, Minn.

Western Representatives:
STANDARD FARM
PAPERS, INC.,
1341 Conway Building,
Chicago, Ill.

Members Audit Bureau of Circulations



Eastern Representatives:
WALLACE C. RICHARDSON,
INC.,
381 Fourth Avenue,
New York City.

Wholesalers of Coal Advertise Their Functions

Explain How They Aid the Industry, Which Includes Organization of Tidewater Coal Exchange, Inc.

By Hugh E. Agnew

IT is human nature to like to know what people do for a living. And in proportion as one lives above the average is the curiosity aroused as to where the money comes from to support such luxury. Particularly is that true of large business institutions that are supported by the profits on articles of general consumption. A public disgruntled over high prices wants to know just what each agent in the chain of distribution does that is of service and what remuneration he gets. The ready, and often unjust conclusion, is that if an institution does not come into the open and discuss its services with the public, there must be some reason—something that will not quite bear daylight.

Advertising by public service corporations and other large industries in which the nature of the business is frankly discussed with the public in detail has become so common that it is expected. People think that they have a right to know about the institutions which are supported by the money they spend for the necessities of life.

In order to satisfy this demand in regard to the wholesale bituminous coal dealers of New York City, ninety-five of them, members of The Wholesale Coal Trade Association of New York, have joined in an advertising campaign, the purpose of which is to show that they perform an actual service in distributing coal that is worth all the compensation received. The requirement exacted by the public of every distributor is the same as that required of advertising—that its cost does not increase the price of the object to the consumer. If there is a cheaper way that will serve the purpose as well, it will be de-

manded as soon as it is known.

Just now the whole coal industry is receiving a good deal of publicity, not all of which is favorable, as shown by the following quotations from an editorial in a New York daily newspaper: "We know that coal lies under earth, and that by some process of history a few owning capitalists have it. They never put it there; it would be there if they had never lived; much of it will be there after they are dead; and they do not take it out. Their power to control this coal lies in a paper title which is sustained by law, police, courts and bayonets. We have thought about next winter's supply, and have wondered at the patience of the masses that they allow a small group to own what is so necessary to all.

"However, suffering for coal in winter and ice in summer is a measure of our stupidity, or at least the stupidity of a majority. The latter condemn the rest to their own fate. The assumption seems to be that millions of years ago, before human life had appeared on this planet, the burial of vegetation and its transformation, through corrosion and pressure, into coal was all accomplished with a view of having a few capitalists own it as their exclusive property. The mighty forces of nature worked for enriching these gentlemen. In the economy of nature no account was taken of the needs or welfare of the millions who depend upon this coal.

"There are some people who hold with the United Mine Workers that the mines should be nationalized; that is, owned by society under some arrangement where all will share in this rich, natural bounty. They hold to the peculiar theory that a few should

not possess to the exclusion of all the rest . . .

"We do not know what our readers may think about this controversy, but we are certain that if you agree with the corporate owners that coal was generated millions of years ago for them, you will be set down as a good example of 'Americanism.' Any suggestion of the recovery of the coal deposits from these good men immediately makes of you a horrible 'Bolshevik.' Miners who accept the latter are positively 'disloyal' and are apt to have Palmer's secret police on their trail."

THE WHOLESALER'S CAMPAIGN

To offset such propaganda as this, as well as to assure those of less socialistic tendencies who are still in a questioning frame of mind regarding the coal industry, the wholesale bituminous coal dealers of New York City are using liberal space in the newspapers of the city to show what service they perform in distributing coal.

The first announcement, which occupied six full columns, stated: "The wholesaler in bituminous coal is the balance-wheel of the industry. He provides small and medium-sized producers (who mine approximately 60 per cent of the country's bituminous coal) with economical and efficient means by which to market their coal. This insures a healthy competition. Roughly speaking, there are about six or seven thousand individual producers or miners of bituminous coal in this country. Of this number perhaps less than one hundred have sales organizations of their own. The tonnage of the remainder is too small to justify the maintenance of such organizations. Consequently the output of these small mines must be handled by the wholesalers."

It is then pointed out that in the absence of wholesalers these small mines would have to sell their output through some of their stronger competitors and the control of the business would pass into a few strong hands. "Competition is thus assured by the wholesalers and a broader pur-

chasing market with a strictly competitive price assured," the reader is told.

The wholesaler's usefulness "as a public servant" is claimed on these grounds: (1) He aids in securing the best coal for each consumer, as he is not interested in the sale of the product of any particular mine. (2) In case of labor trouble in any particular district, having a wide clientele, he is in an advantageous position to serve his customers. (3) In the trans-shipment of coal at tide-water he has facilities which the ordinary consumer lacks. (4) It is the wholesalers who on a fifty-fifty basis with the railroads support the Tidewater Coal Exchange, Inc.

The services of this last incorporation are not generally understood, but are to be explained in subsequent announcements. It is the perfected organization of the consolidation formed by the wholesalers, the railroad and fuel administrators during Government control. In its legal aspects it is a non-profit corporation without capital stock, very similar to the co-operative fruit growers' organizations, except that it is formed by the distributors instead of the growers or producers. Its membership consists of any tidewater shipper or consignee of the ports of New York, Philadelphia and Baltimore, where the incorporation has offices.

The purposes of the Tidewater Coal Exchange are to simplify the classifications of coal and to facilitate the movement of coal through the shipping ports. Originally the coal from each mine formed a classification of its own. At one New York pier there were no less than 348 classifications of coal. Each had to be kept separate, which frequently involved holding cars from five to ten days, or even longer, waiting for the balance of the consignment to come and fill a cargo. The Exchange has reduced the classifications so that there are but thirty at that particular pier. This has been accomplished by forming pools, which include coal containing approximately the same

The Hartford Times. --

Since 1817, Connecticut's Greatest Newspaper



New Home of the Hartford Times

IN ORDER to secure the greatest monetary return on a national advertising campaign why not invest in an assured fertile field?

Advertise in a field where there is no question about the purchasing power of the community and advertise in a field that can be completely covered by the use of one newspaper.

The population of Hartford according to the last national census was 138,036 and the per capita wealth is estimated as being over \$1500. There are approximately 27,600 families in Hartford and the Times' city circulation for the six months ending March 31, 1920, was 25,933.

With the foregoing facts, can there be any question as to the fertility of the Hartford field or can there be any question as to the complete coverage of Hartford by the Hartford Times?

National Representatives

KELLY SMITH COMPANY

Marbridge Bldg.,
New York

Lytton Bldg.,
Chicago

Sept. 16, 1920

number of thermal units, the same amount of sulphur and other like constituencies.

It works out something like this: Ten carloads of coal are expected from the Cohocton Deep Creek mine, consigned to the Torrid Coal Company for reshipment by boat. Eight of the ten cars come in on schedule. The others are delayed. Formerly those eight cars would have to be held until the two stragglers came in. But the Exchange has so classified the coal into pools that the products of a number of other mines very similar to that of the Cohocton Deep Creek coal are put in with it and sold as under the same classification. Now the Torrid Coal Company does not have to wait for the two delayed cars. It can borrow from the pool and fill out its cargo.

It is evident that the Exchange has facilitated the movement of freight in three ways. (1) It has returned eight cars to the railways several days sooner than would have been the case under the old method of handling. (2) It has prevented the storage of those eight cars on sidings which are nearly always congested. (3) It has loaded the cargo on schedule, avoiding most delays in the movement of coal vessels.

The Exchange is under the active management of a commissioner, who is also the secretary-treasurer. There is a classification committee which has charge of dividing the coal into the respective pools where it belongs, and inspectors who check up on the various shipments to make sure that they are up to classification. If not, they are rejected and held subject to orders from the member to whom it was consigned, and at his expense. All members are required to make a deposit based upon the amount of coal handled as working capital, for the Exchange is not without capital, even though it has no capital stock.

All coal for members of the Exchange is shipped to the Exchange, marked for the pool to which it belongs and for the member to whom it is to be credited.

If any member gets remiss in moving the shipments sent him, the Exchange notifies the railroads which carry coal to the congested pier and request that an embargo be placed on all shipments to that member at that pier until he has moved the coal held for him.

The expense of maintaining the Exchange is borne jointly by the railroads and by the members. The contribution by the railroads, of course, is purely voluntary, and is made because of the service the Exchange renders in securing the prompt return of cars. F. M. Whitacre, vice-president of the Chesapeake and Ohio Railroad, made the statement publicly that it would have required \$136,000,000 worth of additional railway equipment to move the same amount of coal by the old method that was passed through the Exchange in its first eighteen months. So there is ample reason why the railways should contribute their share.

Just as the buyer of fruit is protected by the inspection which the different co-operative fruit exchanges make, so the one who buys coal that comes through the Exchange is protected by an official and unprejudiced inspection, which, if there is any doubt, will be determined by chemical analysis. Handling coal through pools will also very greatly facilitate the export business, as it will always be comparatively easy to supply a cargo from a pool, where waiting for a sufficient number of cars from one mine, congested the terminals unnecessarily, entailing large demurrage charges.

The various activities of the Tidewater Coal Exchange, Inc., including the strict inspection and classification of coal, will provide the subject matter for some of the future advertisements to appear over the signatures of the wholesale coal dealers. They propose to present their case so fully and clearly to the public that they will be given full credit for the services they perform as well as to escape criticism for defects in the coal industry for which they are not responsible.

The Funds of a Million Families

BEGINNING with Sunday, September 19th, all financial advertisements ordered for the Sunday New York AMERICAN will be run through the entire Sunday circulation—approximating one million copies every Sunday.

This enables financial advertisers to reach an immense circle of investors in a territory, which, during the Liberty Loan drives and by statement of the Federal Reserve Bank, has been shown to contain one-third of the wealth of the entire country.

Advertising for the Sunday issue should be in the New York American office not later than 5:00 P.M. of the preceding Thursday.

better
paper

~~~~~

better  
printing

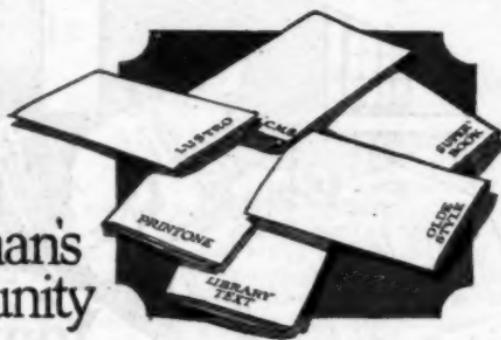
S. D. WARREN COMPANY

BOSTON, MASS.



Printing Papers

# A Craftsman's Opportunity



**E**DITIONS of house organs are playing a notable part in the commercial growth of America. And we, who are interested primarily in paper, wish that more often we might advise them in their choice of paper. For now and then they miss the last fine shade of achievement by selecting unsuitable printing surfaces.

There are a dozen Warren Standard Printing Papers to choose from. The right choice depends on the character of type and illustration.

Lustro, for example, prints the finest halftones beautifully; and no engravings are too fine for some house organs.

Printone, the Warren semi-coated paper, is the suitable selection often when extreme niceties of detail can be spared in halftone illustration.

S. D. WARREN COMPANY  
Boston, Mass.

Library Text brings out the hair-line serifs of the most delicate types. This English finish paper will take the coarser halftones, and in its absence of glare it is grateful to the eye, even after long reading.

Cumberland Super Book, also, takes halftones, if not of too fine a screen. So does Machine Book, an unglossed stock which carries any type.

And when text or line cuts predominate, there is an opportunity and almost a duty to use antique paper, Warren's Olde Style being the ideal selection.

Be advised that in all printing the best paper is always that which is suitable; that a house organ, no less than any other publication, presents to its maker a craftsman's opportunity.

**Warren's**  
**STANDARD**

**Printing Papers**

Sept. 16, 1920



LINDENMEYR  
LINES

## Your Printer wants to give you a good job

**H**IS pressman has likely spent hours making your job ready. A compositor has taken care to space the type properly. Before the job is off the press, perhaps a dozen men have contributed some skilled service to make it a piece of better printing.

Whether the efforts of these men will be visible or hidden depends upon the paper. If it is good paper, suitable to the work, the type will show up clearly, the illustrations fairly sparkle and the general appearance be such that it will win favorable attention. If it is poor paper, or paper unsuited to the job, all the work of these men will be lost and the finished

job will have none of the characteristics of good printing.

Among the Lindenmeyr Lines are many good papers adaptable to many kinds of printing. For cover, folder and brochure work there are the Strathmore Covers, Buckeye Covers, Princess Covers and other dependable papers; for general book and catalog printing, there are the Warren Standard Printing Papers; and for letterheads and office stationery there are Crane's Bond, Brookdale Linen Bond, Tradesmen's Linen Record and other fine writings.

Samples, dummies, and specimens showing the kind of printing these papers encourage, will be furnished on request.

## Henry Lindenmeyr & Sons

ESTABLISHED 1859

32-34-36 Bleecker Street, New York City

### Branch Houses

#### NEWARK

54-56 Clinton Street  
New Jersey

#### NEW YORK

16-18 Beekman Street  
New York

#### HARTFORD

58-60 Allyn Street  
Connecticut

# German Toys Are Here, but Quality Is Lacking

American Manufacturers Can Retain Their Hold on the Market if Present High Quality Is Maintained and Advertising Continued

By C. M. Harrison

GERMAN-MADE toys are on the American market again. They are being handled by most of the leading jobbers and importers and by the retail mail-order houses.

Two years ago, when there was much agitation over the supposed efforts of German toy manufacturers to get back some of their trade in this country, PRINTERS' INK quoted some leading merchandising authorities as declaring that the place of origin of the toys would not be considered in the buying of them—that a woman getting a doll for her little daughter would purchase it from a standpoint of appearance and price and would neither know nor care whether American or German makers produced it. This, of course, is the exact truth and represents accurately the way the thing is working out now.

In the midst of the hatreds brought about by war, business men say some things they do not mean. They may honestly believe that what they say represents their true sentiments. But after the trouble is over they begin doing business on a business basis again and are no longer ruled by prejudice. Certain English and American jobbers declared they never again would handle German goods. In the light of this assertion it is interesting to note the situation to-day, both in this country and in England.

So many German toys have gone to England during the summer that British manufacturers have asked the Government to take steps to check such imports. Owing to the exchange rates the German toys undersell the domestic product, thus demonstrating that value is the only thing that counts.

One large American importing

house created a sensation during the war by refusing to accept a large consignment of German toys which it had bought and paid for previous to the beginning of hostilities. The shipment was held up by the English blockade for more than a year and then finally got through. This house spurned the big shipment entirely and would have nothing to do with it. It was left on the hands of the customs officials, and what became of it never was made public. It might have been auctioned off, and possibly was.

This same house to-day is selling German toys to its trade. At the time it refused the shipment it was profuse in its declarations to the effect that it would be an insult to American children to ask them to play with toys fashioned by the hands of their country's enemies. This is mentioned here not in a spirit of criticism, but merely to show what an unsentimental thing business is and how quickly it reaches out along logical lines, even though officially and technically America is still at war with Germany.

However, it is highly gratifying to know that the situation here is quite radically different from that in England. Instead of German toys seriously interfering with home manufacturers, as is the case there, they are here coming up a bad second.

## AMERICAN TOYS SELLING ON THEIR MERIT

American makers are selling all the toys they can produce. But absolute fairness compels the statement that their toys are being sold as toys and not as American toys. The same rule works both ways, you see.

A PRINTERS' INK representative, in investigating this peculiar con-

Sept. 16, 1920

dition, interviewed toy buyers in two large jobbing concerns, a chain-store company and two retail mail-order houses. He also talked to a buyer in a big department store which buys its goods direct. Most of the buyers talked with the utmost frankness, although naturally they did not want their names used or their houses mentioned. The writer predicts that by another year they will have overcome this modesty.

The investigation brought out these important facts:

While German toys are here in considerable quantities, they are not seriously competing with the American made products, either in quality or price.

Also, there are no complete lines of German toys on the American market. The goods here are in the nature of pick-up or fill-in propositions.

And, most important of all, the German toys are inferior and are considerably below the standard of the goods sent out from that country before the Kaiser began his war.

The toy buyer in one big house that has been foremost in opposing German toys during the war expressed a willingness to tell PRINTERS' INK exactly what is what as he understands it.

"Yes," he said, "we are handling German toys—principally small dolls, stuffed animals and Christmas tree ornaments. These are being sold to our customers just as we sold them before the war, without reference to where they were made. I honestly believe that not one retailer in a dozen stops to think about where toys or tree ornaments were made.

"We are not buying any full lines of German playthings. In fact, so far as I know, no full lines are available. I have an idea that the natural difficulties attending trade with Germany because of our failure to ratify the peace treaty has something to do with this. But the main reason as I see it is that German manufacturers in these lines are positively unable to compete with American makers. You know

very well I am not bragging when I say this. Our natural inclination would be to favor the American manufacturer. At the same time if the Germans would come along with better goods at a lower price we would buy them just as anybody else would do. When I say, therefore, that the American goods are better, I am saying what I want to say as an American, and also what is actually true as established by our buying experiences.

#### PRICES HIGH AND QUALITY LOW

"The big fear of American manufacturers all along has been that the Germans could undersell them, especially on the lower-priced toys. Well, they haven't up to date. Take this little talking doll, for instance—an item of which we sold thousands of gross every season before the war. It has been a standard ten-cent retail seller all over America. We used to sell it as low as forty-five cents a dozen. This year our price has raised all the way from ninety-five cents to a dollar and ten cents a dozen, thus making it a fifteen-cent retail seller at the very lowest. Another thing, this doll is not nearly the quality it was six years ago. The material is of a much lower grade and the workmanship imperfect.

"Similar imperfections are seen in the stuffed animals, the wooden toys and the tree ornaments. The material used is away below what it ought to be. Perhaps association with the better made American toys for the last few years has warped my judgment and made me incapable of passing an unbiased verdict upon German goods. But I do not think so. The German goods simply do not have the quality and they by no means have price advantages that will give them very much of an edge over American goods.

"Along about 1915, as I remember it, there were practically no tree ornaments to be had in this country. This item always has been imported from Germany. American manufacturers started to produce them. Their product the first year was almost a joke,

# Thumb-Nail Sketches of Washington D.C.



**The per capita wealth  
of Washington, D. C.**

THE per capita wealth of Washington, D. C., exceeds that of every other city in the country.

Aside from executives, professional men and women, and the city's vast army of Government workers, there are over 600 industries in Washington employing over 35,000.

## The Washington Times

**The National Capital City's  
Only 3 Cent Newspaper**

*—reaches the most of the best buying  
class in the Nation's Capital City.*

Eastern Representative  
**I. A. KLEIN**  
Metropolitan Tower  
New York City

Western Representative  
**G. LOGAN PAYNE**  
Marquette Building  
Chicago, Illinois

so far did it fall below the German ornament. The quality kept improving until to-day the German ornament is forced to take a second place. We sell the German ornament, of course, but it is the cheaper product designed for the cheaper trade—which is just what the American ornament was before.

"Will we continue selling American playthings? Undoubtedly. Right now, as I have already explained, such German goods as we have are used merely to fill in our line. When complete lines of German toys are available we probably will handle them if we can find a place for them in our selling scheme. Toys are toys. We want our line complete, with a full range of items and prices. To bring about this condition we naturally are going to buy where we can buy to the best advantage."

Right after the armistice, American toy manufacturers began to express fear of a possible inundation of German made goods. Some of them, in their apprehension, enthusiasm, or whatever it might be called, proposed a national advertising campaign to bring home the idea of "American toys for American children." Such a campaign might possibly succeed, as was said in *PRINTERS' INK* a couple of times. But it would cost much more than it could be worth.

People do not buy goods that way very long at a time. Such an advertising appeal is in pretty much the same class as the advertising done by or in behalf of retailers urging that people buy from them to "build up the neighborhood" or "help the town."

When the proposition is stripped of all its glamor, American toy manufacturers will recognize it as being not particularly beneficial to them in the long run to have the American jobbers and the American people accept their goods from sentimental considerations. It is far and away better that American toys be accepted from a standpoint of merit and price—which is exactly the case now.

Everybody who sells toys in this country will be glad from a patriotic standpoint to see American goods taking the lead. The fact that quality and price, rather than appeals to provincial pride or racial hatred, have brought about this pleasing condition does not lessen their satisfaction. On the direct contrary it makes their satisfaction something tangible and solid.

A couple of seasons ago Sears Roebuck & Company received some German toys bought before the war. It frankly admitted them to be such and proposed to sell them in a special way so that all the profits could go to the American Red Cross. A storm of criticism came in from all directions. To-day this concern could sell German toys just as easily as the American kind—if the quality and price were right.

People forget. They won't stand hitched very long when it comes to buying merchandise on any other consideration save value. This is why a lot of perfectly good advertising effort sometimes goes to waste.

## Southern Nurserymen Join in Advertising

At the annual meeting of the Southern Nurserymen's Association recently held in Charleston, S. C., plans for cooperative advertising were adopted by eight of the largest nursery firms in the Southern States.

The object will be to fix the trademark, "Trustworthy Trees and Plants," in the mind of the reader and to create confidence in the firms holding membership in the association.

This advertising, while it will supplement the national publicity sent out by the American Association of Nurserymen, will appear exclusively in Southern farm publications. The account will be handled by the McFarland Publicity Service, Harrisburg, Pa.

## A. K. Taylor in Insurance Advertising

A. K. Taylor, formerly with F. J. Ross Company, Inc., New York, advertising agency, is now advertising manager of The Continental Insurance Company, Fidelity-Phenix Fire Insurance Company and the American Eagle Fire Insurance Company, New York. Prior to the war, Mr. Taylor was for a number of years with the Wendell P. Colton Company, advertising agency, as vice-president and secretary.



Sept. 16, 1920

Sept. 1

# Globe-Democrat Advertisements Are Preferred By

ESTABLISHED 1847

A. C. SOLARI, PRESIDENT



MANUFACTURING FURRIERS.

809 WASHINGTON AVENUE.

ST. LOUIS, U. S. A.

Sept. 9th-1920

Mr. J.C. Gamble  
c/o Globe Democrat,  
City.

Dear Sir:-

For the great many years that I have been doing advertising, never in all my experience has my attention been called so forcibly as to that which I am now doing in the ARTGRAVURE SECTION of the St. Louis Globe-Democrat.

The rate may be a little higher than ordinary newspaper advertising, but one is well repaid for this apparent extra consideration the direct recognition obtained.

Wishing you continued success, I am,

Very truly yours,

B/M.

*B.O.B. Berger,*

F. S.  
410

# at Artgravure Ads Local Advertisers

DURING the first seven months of 1920 the *Globe-Democrat* carried *over five times as much* local gravure advertising as the other St. Louis Sunday paper.

The letter on the opposite page is from one of many local advertisers who prefer the Artgravure Section of the

# St. Louis *Globe-Democrat*

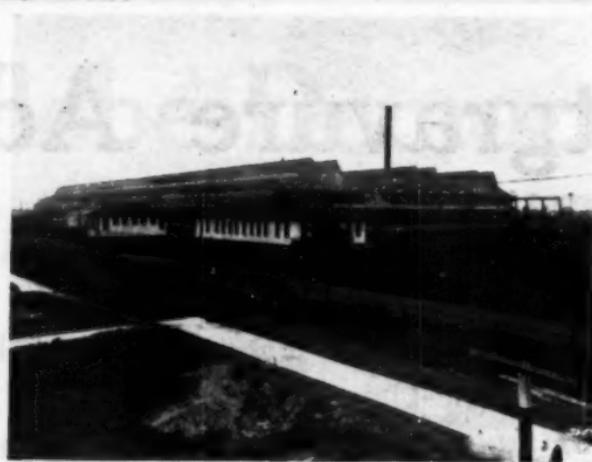
St. Louis' Largest Daily

#### NATIONAL REPRESENTATIVES

|                                                     |                                                |                                            |                                                  |
|-----------------------------------------------------|------------------------------------------------|--------------------------------------------|--------------------------------------------------|
| F. ST. J. RICHARDS<br>410 Tribune Bldg.<br>NEW YORK | GUY S. OSBORN<br>1302 Tribune Bldg.<br>CHICAGO | J. R. SCOLARO<br>701 Ford Bldg.<br>DETROIT | R. J. BIDWELL<br>742 Market St.<br>SAN FRANCISCO |
|-----------------------------------------------------|------------------------------------------------|--------------------------------------------|--------------------------------------------------|

DORLAND AGENCY, Ltd., 16 Regent St. LONDON, S. W. 1

Sept. 16, 1920



(Photo of new Detroit Seamless Steel Tubes Plant out Warren Ave. West.)

## Another Great Industry in Detroit

One year ago the site of this great new plant of the Detroit Seamless Steel Tubes Company was a pasture lot. Now it is swarming with activity. Thus does Detroit keep ever-on the forward march.

That is one reason why Detroit should not be overlooked in any advertising campaign. The other reason is The Detroit Free Press, the only morning newspaper in America's Fourth City. Covering thoroughly the worthy homes, those whose buying ability is unquestioned, its columns offer you a most certain route to definite returns from the expenditure of advertising dollars.

More reasons why if you ask.

## The Detroit Free Press

*"Advertised By Its Achievements"*

VERREE & CONKLIN, Inc.

Foreign Representatives

NEW YORK

CHICAGO

DETROIT

# Frankness in Copy Instills Confidence

Advertisers Who Take the Reader into Their Confidence Find the Policy Pays Them

By R. Bigelow Lockwood

IT pays, sometimes, to drop elaborately planned methods of selling and resort to the simple expedient of taking the prospect into your confidence. The business policy hinging on the theory that the customer is always right is a sort of second cousin to the plan of placing yourself in the hands of the reader by approaching him in a spirit of absolute frankness.

In the face of the extravagant claims for "cure alls," made by the advertisers of medical preparations, it is a relief to read the booklet issued by Johnson & Johnson describing the uses of their K-Y Analgesic; a local anodyne for headache, neuralgia, rheumatism and kindred troubles. After covering certain ailments which are usually relieved by this preparation the booklet adopts the refreshing tone of taking the reader into its confidence. "K-Y Analgesic," it says in effect, "affords relief for numerous ills, but the reason frankly cannot be explained. Prepared with the definite purpose in mind to relieve certain ailments, it was found that its application proved beneficial in assisting a wide variety of conditions. The fact remains that although unable to explain the reason for the relief, in certain cases, the action is usually found helpful."

As a result of this marked frankness, the reader instinctively begins to have confidence in the manufacturers and is more than willing to experiment. When a concern of the national standing of Johnson & Johnson takes users of one of its products sufficiently into its confidence to admit inability to explain the reason for a remedy's action, there is some-

thing in the policy for other advertisers to look into. In the face of such an argument, the reader's inclination to challenge broad claims is swept aside and the comfortable feeling is established that the advertiser is advancing his claims in a co-operative spirit.

The concern which takes a reader into its confidence, either through its salesmen or the printed page, gains the valuable point of making the prospect feel that he has a keener personal interest in the proposition because the advancement has been made through personal channels. An advertisement cannot take the reader into its confidence and not be personal.

Mudge & Company, of Chicago, manufacturers of Mudge Gasoline Section and Inspection Motor Cars for steam railroads, recently ran an interesting page of copy in a railroad paper which illustrates how a large concern can profitably unbend in its attitude toward prospective users. At the top of the page was shown a picture of the president of the company, seated at his desk and looking directly at the reader. Under this personal picture appeared the headline, "An Informal Message to You from Burton Mudge, President Mudge & Company." The body matter started off: "I have just written a letter to an official of your road. It will reach him sometime within the week. This subject is one which you will view with importance." The proposition was then outlined and the copy closed with the following statement: "If you are the official to whom our above-mentioned letter is addressed and you are interested in the subject, well and good; if we should have addressed another official on this

subject, please pass the letter on to the proper party for reply."

In this case the tie-up of confidence was made with the letter, and interest in the letter was strengthened by the informal manner in which the president of the company took the reader into his confidence by telling him that it was on the way.

The success of the recent twenty per cent discount sale launched by John Wanamaker unquestionably owed some of its success to the manner in which it was advertised. While it is true that the mere price reductions would have attracted thousands of buyers, the event assumed large proportions in public opinion due to the recognized Wanamaker attitude of taking the public into confidence. Those who read the advertising caught the spirit of the message as it applied to an attempt to reduce the high cost of living. This impression was carefully built to cement a bond of co-operative spirit between the store and the multitude of shoppers who, through the advertising, were taken into confidence and made to see the object behind the sale. Naturally, other mercantile houses followed suit with similar price reductions, but by taking the public into his confidence, John Wanamaker won the credit of swaying the opinion of the buying mass and strengthening his hold on the market.

This policy of taking the reader into your confidence has many angles and is encountered in many forms.

For example, there is the plan of confiding in the reader the secrets or points regarding the mechanical construction of a device. Copy and illustration that explain the most minute details, and tell "why," place the manufacturer in the favorable light of not holding back anything. When an advertiser bares his points of design and leaves nothing hidden, he places his cards face upwards on the table and leaves it to the reader to judge.

"Getting Right Down to the Point and Looking into the Noz-

zle," is the headline used by the Star Brass Works to advertise Spray Cooling Systems. A headline of this sort in itself is a good confidence builder because the reader infers that the advertiser is going to take him into his confidence regarding construction. Thus technical advertising copy that shows a willingness to go into details of design is more than likely to meet with favorable reception.

That this principle of advertising is a sound one can readily be proved by considering the important part that taking a listener into your confidence plays in other walks of life. The line in the theatrical production of "Peter Pan," which invariably won the greatest applause, was spoken by Miss Maude Adams. At a critical point in this whimsical play, Miss Adams stepped to the footlights, dropped her part for the instant, and with extended arms appealed to the audience in the words, "Do you believe in fairies? Oh say that you do!" The appeal invariably brought down the house and the prolonged outburst of hand-clapping brought back to life the dying spot of light and saved the fairy, *Tinker Bell*, from being extinguished. The house rose to the appeal because the actress, with all the art at her command, stepped out of her role and took her listeners into her confidence.

Turning for a minute to the methods used by two-legged salesmen, we find that the same principle is successfully applied. Many a sale which otherwise would be lost is gained by the frankness of the salesman who takes his prospect into his confidence and gives him "behind the scenes" facts.

A good example of this kind of salesmanship recently came before the attention of the writer. It happened in a smoking car, the principals being two automobile owners who were discussing tires.

Said one: "I bought two rebuilt tires the other day; something I have never done before."

"What made you do that?" asked the other. "Are rebuilt tires any good?"

E.

Chi  
Kan

## —habits that compel

You cannot select the time to read your daily Newspaper.

You *must* read it morning and evening, day in and day out.

And you *do*.

*Habit compels* you.

To many the regular reading of merchandising news (some call it advertising) is a habit.

The resulting immediate action is also habit.

Habit is the line of least resistance in every single thing you do.

And that is why advertising in daily Newspapers sells more goods than any other type of advertising medium.

### Invest in Newspaper Advertising

## E. Katz Special Advertising Agency

Established 1888

### Publishers' Representatives

Chicago

Kansas City

New York

Atlanta

San Francisco

"Well," said the first speaker, "I think it was the explanation of the tire salesman that made me try them. You know, like many drivers, I have always been skeptical of the rebuilt tire business, because I never understood it. Just out of curiosity I dropped into the store of a small dealer who makes a specialty of buying up worn tires and rebuilding them. This chap took me into his confidence and told me how it was done.

"It appears that the first thing he looks at is the inner walls. If the walls are sound he puts on a new tread and thoroughly strengthens any defects. It was really quite interesting, and judging from the way he told it I believe it is practical. Of course, he frankly admitted that no tire can be as good as a new one, but he told me enough about the inside ropes of his business to convince me that I would receive good value from any tires he might recommend. As a result I bought two. His story was so interesting that I don't see why some large company doesn't start an intensive advertising campaign to sell rebuilt tires. I am sure that if the general public understood this branch of the trade, as he explained it, a large market could be created.

"The trouble with most of these rebuilt tire people is that they advertise their tires to be as good as new ones. If they'd only take the public into their confidence and tell people the things this dealer told me the manufacturers of new tires would have to hustle."

As a matter of fact, there are some advertisers in the machine-tool field who are using much this same argument, advertising what their machines will *not* do as well as what they are designed to accomplish. This sort of frankness, by warning prospective users not to expect too much, strengthens the argument in favor of using the machine simply for the purpose for which it was designed.

There are a number of pitfalls in the path of the advertiser who plans to take the reader into his confidence.

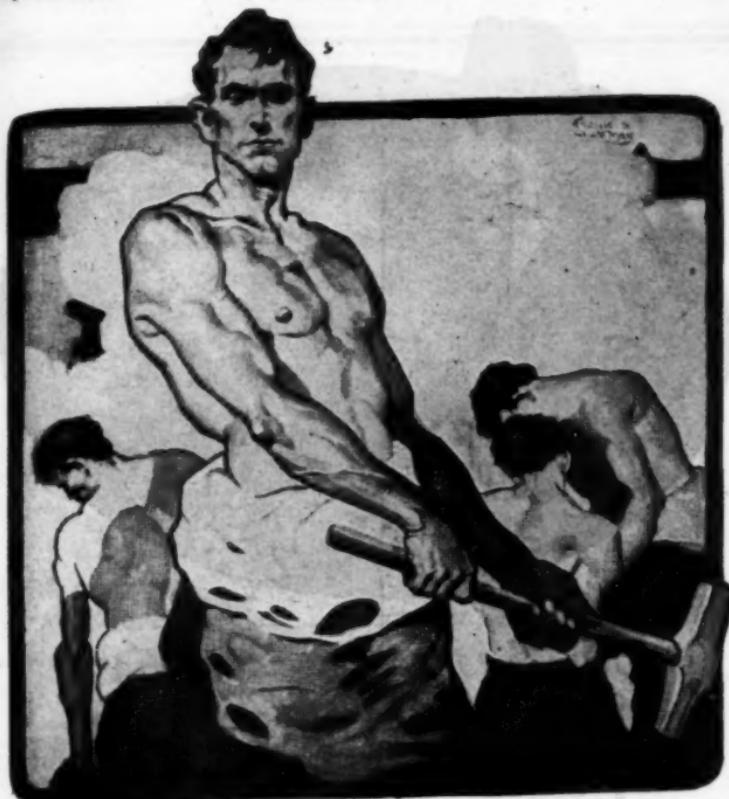
An advertisement that seeks the confidence of the reader must ring true. In other words, there must be authority behind the story. For this reason the use of a trade character is not good policy if this trade character be made to do the talking. Trade characters are in a sense unreal and there are only a few of them so universally recognized and associated with their concerns that words which take the reader into their confidence carry weight. In general, when a trade character is made to speak, its utterances should be on other subjects than imparting confidential information.

A humorous figure made of soap with toothpicks for legs may safely be made to spout about creamy lather, but if the soap manufacturer wishes to take the public into his confidence regarding inside facts pertaining to his business, the words should be spoken by some company representative of more weight. The usual trade character should be limited to telling the selling points of a product, but when it comes to a more serious discussion the time is ripe to employ a gag.

Advertisers with a confidential story to tell should be serious. Flippancy may be all right in its place, but the problem of taking the reader into your confidence calls for serious presentation and logical copy. It is fatal to run the risk of giving the impression that you are treating the subject lightly, for the reader will respond in tune with the keynote of your appeal.

Also, be sure that you have a real story to tell before adopting this copy slant. Confidences that are not confidences fall short of the mark.

Taking the reader into your confidence begets confidence, whether across a counter or through the medium of printed advertising. The confidential tone in advertising is a good note to strike, provided you really have something worthy to impart, and if done will go a long way toward awaking a responsive chord in the reader.



# Brute=Power

**I**T'S the tremendous, persistent hammering of one Dominant Idea that welds *sales*. It is our firm conviction that every advertising campaign should be born of a Dominant Idea that fairly writes itself into vivid advertising—translates itself into hundred-point salesmanship.

Without obligation to you, an executive of this organization will gladly call to give you detailed information regarding Dominating Idea Advertising.



**M'JUNKIN ADVERTISING COMPANY**  
CHICAGO  
S. S. WABASH AVE.

CLEVELAND  
LEADER NEWS BLDG.

Sept. 16, 1920



## *Leadership in Live Stock Advertising*

THE CORN BELT FARM DAILIES carried a total of 1,590,515 lines of live stock advertising during the first seven months of 1920. This exceeds the combined total for the seven months of the four leading farm weeklies (in point of live stock lineage) measured by the Advertising Audit Company. Two members of THE CORN BELT FARM DAILIES each carried more live stock advertising during this period than the leading farm weekly (in

---

---

# Corn Belt

---

---

point of live stock lineage) measured by the Advertising Audit Company. Comparative figures on live stock advertising in various agricultural publications will be supplied upon request.

¶ None of the live stock advertising is duplicated in THE CORN BELT FARM DAILIES. Each publication has its own clientele located in the particular territory in which it circulates. Furthermore, live stock advertisers cannot buy space in these papers at a lower rate than commercial advertisers.

¶ When farmers themselves buy this space so predominately it may well be considered a criterion of the value of THE CORN BELT FARM DAILIES to general advertisers seeking the farmer trade.

¶ Regardless of what publications you are using to cover the Corn Belt, you can stiffen up your campaign by reaching the live stock farmers—the "Captains of Agriculture"—through THE CORN BELT FARM DAILIES.

¶ The quality of the circulation has been established for nearly a half century. Each paper sells for \$5 a year in advance and subscribers gladly pay this price for the specialized, complete and indispensable service they receive.

Daily Drovers Journal, Chicago, Ill.

Daily Drovers Telegram, Kansas City, Mo.

Daily Drovers Journal-Stockman, Omaha, Neb.

Daily National Live Stock Reporter, E. St. Louis, Ill.

General Advertising Office:

**THE CORN BELT FARM DAILIES**

836 Exchange Ave., Chicago

W. E. Hutchinson, Adv. Mgr.

Eastern Advertising Office:

**PAUL W. AND GUY F. MINNICK**

303 Fifth Ave., New York



# Farm Dailies

*This is a chapter in the serial story of The Corn Belt Farm Dailies. Previous advertisements mailed upon request.*

## A Six Cylinder Parable

HERE once was an Automobile Driver who used all Six Cylinders going Down Grade, but when he came to a Hill he took the wires off two Spark Plugs and tried to negotiate the hill on Four Cylinders. You will agree that he was a Pretty Foolish Driver.



Going down hill he Used all Six Cylinders

Yet a Lot of automobile advertisers and other advertisers are Just Like Him. Last fall and winter when they couldn't supply their Customers' Demands (the Going was Good) they advertised on a very Large Scale (used Six Cylinders). Now that they have Struck the Upgrade, quite a Few of them are Deliberately getting out and taking the Wires off two of their Spark Plugs. Just like the Grocer who Pulled Down the Curtains in his store because his groceries Weren't Selling.

Another automobile company Took an Opposite View. They ran on Six Cylinders in good times; now they are running on Six and Giving her a lot of Extra Gas. When others are Dropping Out they are going Strong. Here's what they say:

"With summer coming on and the market slowing up we've started advertising big. We are running more and larger copy than we used last winter. Our business is brisk. We sold more cars in August than in June."



When he struck the Upgrade he deliberately took the Wires off two Spark Plugs

A lot of Pessimists say we are in for a business depression This Winter. Those who Discharge their Best Salesmen doubtless will find business slow. But think—how much Better it would be for Everyone to keep On His Toes and when business shows Signs of Slowing Down, step on the Gas, keep Hitting on All Six—and take the Hill on High!

**MORAL:—The purpose of Advertising is to Sell Goods and the time to Push Advertising is when Sales Don't Come Easy.**

The Business Manager,  
NEW YORK EVENING POST

# Training the College Mind toward G. E.

How a Great Corporation Builds for the Good Will of the Future Business Executives

By Augustus Paul Cooke

**B**UILD for the good will of the business executives and household managers of to-morrow by cultivating the friendship and confidence of the college men and women of to-day. This is the slant of an advertising campaign by the General Electric Company, begun as an experiment last year, which is being continued this year because of the success of the venture from its inception.

Perhaps the outstanding feature of this advertising text is its educational tone, for there has never been any effort made to produce direct sales, or immediately to stimulate business in any way. It has been solely good will advertising. The only "replies" which General Electric sought at all were through the solicitation of requests for a booklet describing the interior workings and functions of the corporation's several plants—another chapter in its educational work. Many thousands of these booklets were distributed as a result of this advertising campaign.

Specially prepared copy was used in nearly 500 publications in 350 colleges throughout the United States, which not only included the engineering and technology schools, but also academic universities, women's colleges, and upwards of forty alumni publications as well. In this manner the company was able to reach about a half a million undergraduates and nearly 200,000 alumni in all walks of life.

The cost of this campaign was about \$40,000 the first year, with a slight increase for this year. Taking it for granted that the average college student had scarcely given more thought to electricity than being a mystic force which provided light, heat, power and perhaps the impulse to

start one's motorcar, this copy was built on educational lines. Its purpose was to show the thousand and one parts electricity and electrically driven machinery play on the stage of every-day life.

Full-page copy was used, illustrated with photographic and line-drawing art work. There was never any touch of technicality, even though such an angle might be relished by engineering and technology students.

#### COLLEGE GIRLS WILL REMEMBER

The opening gun in this college campaign was fired at the beginning of the college year—"male and female" copy being used in the respective college publications.

The women's college copy was built on the theme of "The Passing of Cinderella," showing a modern college girl in cap and gown, surveying the traditional Cinderella household implements of drudgery—the broom, the wash-tub, the dustpan and the flatiron. The modern Cinderella is seen pushing a button, which reveals a "fade-in" of modern electrical appliances, as the washing machine, vacuum cleaner, electric toaster and electric iron.

After a brief preface, connecting the fairy tale with the modern housekeeper, the copy goes on: "And now the girl of 1920 looks to electricity as the fairy prince who makes life easier and fuller. Just a push of the button—and tiny electric motors sweep, wash dishes or clothes, clean and scour, make ice or ice cream, run the sewing machine and play the piano or phonograph."

The story for the male undergraduates is slightly different. The photograph illustration is of a college man, seated at his desk, reading under a student's lamp, while in the left of the picture a

## An Open Letter

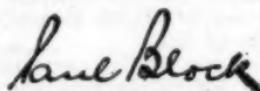
New York, August 27, 1920.

I have just noticed a circular which the Advertising Department of the Woman's World sent out, which gives certain comparisons in rates and the increased cost of color pages above the black-and-white pages. I notice this statement shows that Pictorial Review charges the very smallest increase for color advertising (among all the high-class women's magazines mentioned in the statement).

I notice, however, that this statement says that the "December, 1919, A. B. C. Audit of Pictorial Review is not available." Perhaps, the Woman's World did not know that on account of the Printers' strike the December issue of Pictorial Review was not printed, but that the issue previous to December showed a net paid circulation of 2,011,715 copies.

It may further interest you to know that the print order for our next issue (the November number) is 2,100,000 copies.

Very cordially yours,



Advertising Director

**PICTORIAL REVIEW**

## *Pictorial Review*

The last issues (the September numbers) of the leading women's magazines show the following:

That Pictorial Review again has made the largest gains, among the leading women's magazines, both in volume of space carried, as well as in percentage of volume, above the previous September number.

Pictorial Review's gain, in lineage (above the September, 1919, issue), is 18,890 lines.

In percentage, it gained 47%.

**The print order for the next issue (the November number) is 2,100,000 copies.**

---

---

**Pictorial Review sells at 25c per copy**

Sept. 16, 1920

hand protrudes, holding a brilliant Mazda.

The text has to do with "The Story of Your Study Lamp." It continues: "If you were studying by an old, smoky oil lamp and suddenly a modern, sun-like Mazda lamp were thrust into the room the contrast would be dazzling. That instant would unfold the re-

There is the great hydraulic plant, the streetcar, the electric-propelled railway train, and the electrically driven battleship, along with the X-ray, the arc welding operation, and, lastly, the electric light in the home.

The text of this copy might be an excerpt from a baccalaureate sermon, for it reads: "The graduate of to-day enters a world electrical. Gathered from the distant waterfalls, or generated by the steam turbine, electric power is transmitted to the busiest city or the smaller country place. . . . And so electricity, scarcely older than the graduate of to-day, appears in a practical, well-developed service on every hand."

Then, as a sort of parting advice to the embryo business or professional man, the text concludes: "Recognize its (electricity's) power, study its application to your life's work, and utilize it to the utmost for the benefit of all mankind."

The General Electric Company, perhaps, is one of the first of America's big corporations to realize that many of man's lasting impressions are formed while in college, both in classroom and out.

What the immediate fruits of the advertising will be is probably not concerning the advertiser a great deal, but it is on the cumulative, year-to-year results, that will increase like compound interest, that General Electric is bettering about \$50,000 yearly, in addition to its other expansive advertising.

Edward W. Haislip, formerly treasurer of the Meinzinger Studios, Detroit, has become sales manager of Howard-Garfield-Gray, advertising illustrators of the same city.



### *The Passing of Cinderella*

THE queer little children, too of the poor kitchen-maid wist no ill removed from recent reality. For we all recall the staggering piles of clothes, the tremendous sets at the washing machine? Yes, Glens Falls! like was the work of yesterday.

And now, the art of 1920 to-day—truly—means creation of laundry—on the fairy prince who makes life easier and fuller.

Just a peek of the laundry—and tiny laundry—workshop, where clothes clean, wash and wrinkle make or un-crust, run the sewing machine and play the piano or phonograph.

While the motors do the work, other service appliances are distributed about the house to make good living more comfortable. Electric fans, refrigerators, hair-driers, cigar lighters, electric stoves, door bells, and furnace regulators, are made possible by the magic word of electric power.

The development of the miniature motors for the laundry and electrical devices was made possible by the rapid progress of the electrical power given by the General Electric Company's Research, whose efforts in the application of electricity have even in parts of industrial endeavor done the work of the great inventors who brought freedom from the drudgery of other days.

**General Electric**  
General Office Schenectady, N.Y.  
Company

A CHILD'S STORY ADAPTED TO TEACHING COLLEGE GRADUATES

sult of thirty years' development, research and manufacturing in electric lighting."

So on down the calendar of college months until June is reached. Then there is a graduation thought, of course, in the copy. The college senior, in cap and gown, diploma in hand, is pictured leaving the college gates and "Entering the World Electrical," as the caption has it. The centre-piece is a line-drawn circle, in which many of the giant uses, and some of the smaller ones, of electricity are pictured.

# Patent Medicines Threatened in England

Viscount Astor Sponsor for Enactment Which Would Put Them Out of Business

By Thomas Russell

London, England, Correspondent of PRINTERS' INK

In all European countries except Britain, severe restrictions on proprietary medicines have long been in force, but the manufacturers have usually been able to get along somehow, nevertheless. In some countries the formula or the composition of an advertised medicine has to appear on the label. In France, a registered druggist has to be the proprietor, in whole or part, of the business; but it doesn't matter in how small a part. In Sweden no medicine can be sold except on a doctor's prescription. In Germany the government used to have the pleasant habit of advertising the ingredients and their cost, at the expense of the proprietor, whenever it felt like it, and also of confiscating the goods in stock, though as these were sold by auction and the money given back to the owner (who generally attended, the sale and bought the stuff himself) this was more troublesome than painful.

If the bill just introduced into the House of Lords by that very undemocratic-sounding American, Lord Astor, becomes law, things will not be pleasant for medicine men in England. The Astor bill, which is a Government measure promoted by the Ministry of Health, purports to stop the sale of fraudulent proprietary medicines and surgical articles; but it goes a good deal further than that. With the legal verbiage cut out, this is what it amounts to:

Proprietors of advertised medicines must be registered with the Ministry of Health and deposit a formula and adhere to it in their goods; proprietary appliances for deafness and hernia are to be illegal; so is correspondence on treatment; money-back offers are likewise prohibited. Fictitious

testimonials, the bare statement that a qualified medical man has recommended the goods (unless his full name and address are given) and any terms implying that the goods originated with a doctor, are all of them offences. Where synthetic drugs are sold as proprietaries the chemical name must be printed on the label, but the manufacturer must not print the statement that the goods are registered under the Act, nor must he use labels recommending the goods for any disease not mentioned in his statement filed with the Registrar. If it "appears likely" to the Minister of Health that any preparation "will, or is likely to" cause injury to health, he can remove it from the register, thereby making the sale of it illegal; and no medicine may be advertised to cure cancer, consumption, lupus, fits, epilepsy, diseases of women, diabetes, Bright's disease, paralysis, locomotor ataxia, or any other disease which the Minister of Health may decide to add to the schedule.

#### THE MANUFACTURERS' SECRETS MAY BE DIVULGED

If this bill is not considerably modified in the House of Commons, the patent medicine business will receive a considerable biff. For one thing, the secrets will all be out; for while it is provided that the Registrar shall not disclose any formula, the bill makes it evident that a large staff of official doctors and analysts will require access to the particulars in order to perform the prescribed duties of the Ministry of Health, and when a secret is thus shared, it is sure to leak out.

The fact is that the measure is a doctors' scheme, first and last and all the time; and while os-

tensibly aimed at fraud, gives the Health Ministry, without being at the trouble of passing a fresh law through Parliament, the power to suppress any advertised medicine it likes. The Ministry will be staffed by doctors, who, of course, want a monopoly of the medicine business for themselves.

#### DRUGGISTS WILL FEEL WEIGHT OF NEW LAW

Patent medicine advertisers, however, will not be the only sufferers. There are somewhere about 11,000 druggists in the country, all of whom have several proprietaries of their own. Each of these will have to be registered (paying a fee) and a large proportion will have to be relabeled, to eliminate wording that is rendered illegal. But there is no occasion to feel any sympathy for the druggists. Probably 90 per cent of their proprietaries are substitutes deliberately gotten up with the object of being pushed in place of advertised remedies. Moreover, Viscount Astor's bill is the outcome of a book, largely supported by druggists some years ago, purporting to give the formulas of advertised medicines; and of a parliamentary committee, which made the druggists jump for joy in 1914, when they instigated doctors to get it appointed, for the purpose of investigating patent medicines.

The bill has still to get through the House of Commons; but it is a Government measure, and the Government can do anything it likes in the Commons, because at least 75 per cent of the members would lose their seats forever if the administration resigned. There have, of course, been great abuses in the patent medicine business; but newspapers and advertising men have been so stern in "cleaning up," of late years, that actual fraud has been stamped out. Considering what the medical profession has repeatedly been convicted of in the way of incompetence, the claim that the sale of medicines ought to be removed from the hands of the ignorant is not very impressive.

#### Four New Accounts with Silberstein Agency

L. Black & Co., clothing manufacturers of Rochester, N. Y., have put their advertising account in the hands of Alfred J. Silberstein, New York. A campaign has been planned to give greater prominence to the trade-name "Vogue Clothes," under which the Black product is marketed. The Silberstein agency is also handling the advertising accounts of Rose Brothers, makers of "Modern-Made" trousers and overcoats, New York; Schaffner Brothers, Cleveland, O., the "K. & S." boys' shirts and blouses, and the National Family Laundry Service Corp., New York.

#### Sixteenth Year of Y. M. C. A. Advertising Course

The Twenty-third Street Y. M. C. A., New York, has issued an announcement of its course in advertising for the coming season. Frank L. Blanchard, who has been director of the course since its organization in 1904, will again be in charge. The course will open on October 13 and will have evening sessions every week until March 30, 1921, with the exception of a holiday recess. Well-known men in various branches of advertising will address the class on phases of advertising with which they are intimately connected.

#### Coal Wholesalers Advertise Their Virtues

The Wholesale Coal Trade Association of New York City has started a newspaper campaign to explain the nature and value of the services performed by the bituminous coal wholesalers. The idea is that they can avoid criticism directed at the industry, for which they are not responsible, by frankly explaining the way the wholesale coal business is conducted. The campaign is under the direction of the Mutual Service Corporation, New York.

#### Canada's Newsprint Sales Double

Newsprint and book paper exported by Canada to the United States in July was valued at \$5,535,386, according to a special report issued by the Canadian Pulp and Paper Association.

Paper exports to the United Kingdom and other countries were valued at \$1,341,628. Combined exports of paper and pulp were valued at \$16,014,747, a gain of more than 100 per cent over July, 1919.

#### A By-Product of a Want-Ad

"What was the result of your advertising a lost dog?"

"Tramps have been infesting my place ever since.—*Kansas City Journal*.



## Ohio's Place in the Sun

is evident in the 1920 presidential campaign. Ohio sways the country. Cleveland sways Ohio and The Plain Dealer sways Cleveland.

The Plain Dealer knows local conditions and distributors, and renders priceless co-operation in establishing or increasing markets in Northern Ohio. Enlist this valuable selling aid. Address Merchandising Department.

## The Plain Dealer

CLEVELAND

*Eastern Representative:*

JOHN B. WOODWARD  
Times Bldg., New York

*Western Representative:*

JOHN GLASS  
Peoples Gas Bldg., Chicago



## A Plan to Test Copy in Advance.

**M**anufacturers in many lines who sell through dealers can now test their copy appeals in much the same way as does a mail order advertiser.

And since these tests often show that one appeal sells from two to as high as ten times the amount of goods as another appeal, it can be worth hundreds of thousands of dollars to the advertiser to know the kind of copy to use in his main campaign.

The plan we have devised for making these tests is based on the experience we have gained in handling the advertising of the largest and most successful mail order concerns in the country which never spend large amounts on untried copy.

How important this advanced knowledge as to the appeal which will sell the most goods can be is shown by the fact that one of our clients is today selling twice the goods at two thirds his former advertising cost through "tested appeal" copy, while another has put over a new staple in months when he had calculated that it would take years.

May we tell you more—no obligation. Our booklet, "The Tested Appeal in Advertising" will be sent on request. Please use your business letterhead.

Ruthrauff & Ryan, *inc.*, Advertising  
404 Fourth Ave. at 28th St. New York

Chicago

Baltimore



## *The Goldmann Philosophy*

FOR 44 years the Goldmann organization has lived by this doctrine:

Eternal vigilance toward the Quality of its work; Service of unfailing faithfulness; and lastly, the application of every possible economy of mechanics and methods that will not jeopardize that type of Quality and Service.

The fruits of this Philosophy are pleasant, permanent and mutually profitable relations with an ever-increasing clientele.

**ISAAC GOLDMANN COMPANY**

Printers since 1876

80 Lafayette Street  
New York City

Telephone  
Franklin ~ 4520

# Billy Sunday, Copy Writer

Can Advertising Men Take a Tip from Beelzebub's Arch Enemy?

By H. T. Mitchell

THREE advertising men were breaking bread together recently and talking shop. They talked Advertising Art. They talked Advertising Copy. And as they tarried over coffee, one of the trio deliberately started a lengthy session of pro-and-con argument by vouchsafing the opinion that one of the greatest copy writers of to-day is not a copy writer at all, but a preacher.

"Whaddaya mean—preacher?" asked one, a writer of copy himself.

"Humph!" said the third, or words to that effect. "Who is he?"

"Billy Sunday," grinned Number One; "the Reverend William A. Sunday himself."

Talk at the luncheon table instantly grew animated and rather out of tune. The three voices blended in inharmonious chorus, each member of the little group trying vainly to interject into the conversation certain parts of speech conveying an opinion. The debating voices attracted a waiter, but he was discreet. One glance at his verbose charges convinced him that he and his services were not desired, so he lapsed back into his reverie.

"Sunday's too slangy," said one. "Too grotesque," said the other.

"He's great!" said Number One. "He's original. He doesn't aim over the dear public's head. He never goes to the obvious. His mode of expression never bores. He draws huge crowds because his language is their language. He *vitalizes* his messages by dramatizing them. Ever hear him?"

"No," said one. "Never was interested," grunted the other.

"Well, if you will let me edge in a couple of sentences, I'll give you some examples of Sunday's skill as a phrase-juggler. Waiter! Coffee all around. Yes, sir! Sunday can say 'Excuse my dust' to a lot of us copy men.

"Now I don't claim for one minute that we can make use of the same kind of syntax he uses, but I do say that we can just as studiously avoid the humdrum, the hackneyed, and go to a more interesting and sprightly manner of telling the public about certain desirable merchandise.

"I know Billy Sunday intimately—know him as *Bill*. I covered his meetings in three cities for twenty-seven weeks running a few years ago, when the city directory folks listed me as a reporter. I saw him grip and sway the imagination of three big, busy cities; saw eager thousands elbow and bellow and scratch and struggle to get into his huge frame tabernacles; saw him deliver a brand of oratory that kept those thousands afraid to cough lest they miss a word.

#### HE TALKS IN STRONG METAPHORS

"Now I ask you: what's the secret of Billy Sunday's magnetism? Why is he able to attract multitudes of listeners when some of the more orthodox ministers, despite, in many cases, true eloquence, have difficulty filling their churches? If you should lean over and ask me, I'd say it's because Sunday is a better psychologist. The people have been having theology served politely and conventionally across polished rostrums and in purist grammar since babyhood. Sunday comes along and thunders his preachments from a platform of rough, unpainted pine, and he excoriates old Lucifer J. Satan in a style of speech just as unvarnished as the pulpit he pounds with his fists.

"But, as I said, we can't possibly write advertising copy as Sunday indites sermons. It seems to me, however, that we can at least strive to get a new twist to the old sales arguments we have to use over and over again. We can go more to striking metaphors

and similes. And speaking of metaphors and similes, that's where Sunday scintillates. With them he makes an otherwise commonplace assertion sparkle and blaze like a Tiffany showcase.

"Sunday's way of putting things is bizarre, often ludicrous. One may laugh and chortle all over upon hearing some of his statements, but one can't help understanding and *remembering* the serious portent and meaning he seeks to drive home.

"You know yourself that the average minister would refer to a wife-beater, for example, in terms that would scarcely ruffle the tenderest cave man. But Sunday says, 'A wife-beater is a plug-ugly, cowardly, good-for-nothing scoundrel who's so low down he'd have to take an airplane to kiss a grass snake!'

"Women sometimes hear their tendency toward an irreducible minimum of dress criticized in church, but it's usually done with some regard to their feelings. But Billy Sunday endeavors to shame 'em into more clothes by shouting his opinion that the average ballroom costume wouldn't 'make a pair of leggins for a humming bird, or a tail for a kite.'

"In my opinion, gentlemen, we can also take a tip from Sunday when it comes to using a little allegory. A great many of Billy's sermons are almost entirely allegorical, and I don't see why more of us advertising men—"

"And women," said one.

"Yes, yes!" murmured the other. "Don't forget them."

"—why more of us advertising men and women don't delve more into the realm of allegory when we have a dull subject to spruce up and render interesting. It can be done. No product is so nondescript and featureless that the copy has to be utterly lifeless and uninteresting. Why, even some of the undertakers put life into copy nowadays!"

"I remember Sunday's famous sermon to kids. He delivers it in every town he goes to. Some 3,000 youngsters made up his audience in one city. They ranged from

the age of rattles to that of changing voice. Bill just took 'em all up on his lap, figuratively speaking, and talked to them like a daddy. His sermon was all about the Ten Commandments, but it wouldn't have made much of an impression on those restless yearlings if he hadn't worked into it a bit of symbolical dramatization.

"In other words, instead of just telling them in everyday terms the meaning of the Ten Commandments, and explaining what it means for children to break any of them, he resorted to a novel means of *impressing* those things upon them.

"He brought out ten cheap, gaudy pieces of bric-à-brac and set each one on a table to represent one of the Commandments. Then he told the children how little boys and girls often broke some of the Commandments unthinkingly; how bad habits started early in life might easily lead to the breaking of them all. One by one, as a climax to some story of typical childish misbehavior, he picked up a hammer and smashed into smithereens one of the fragile symbols. Those children *gasped* each time, horrified. And naturally enough, the prank that caused each hammer blow became something for them to shrink from, something they would long remember.

"Why can't we try to be as adroit in advertising copy? To my mind, the public is getting rather fed up on advertising that is mostly braggadocio, filled to the boring point with extravagant superlatives. As a matter of fact, I truly believe we could afford to go to slang oftener than we do, provided it is well done. Sunday's slang helps him along, that's sure. The people certainly seem to like it. In fact, many of the clergy enjoy hearing Sunday preach, just as many of the purist writers of literature, the staid stylists, splash gaily into a yarn by George Ade or Ring Lardner.

"The main thing that I, as a copy writer, have learned from Sunday's methods is the value of saying a thing as *differently* as possible."



**THEY READ IT!**

## The Youth's Companion is bought *to read*— and to read *through*

It is not bought to "pick up" or to "skim through." It is subscribed for because its purpose and policy are subscribed to.

It is not bought for a single feature but because all of it is interesting—to all of the Family—all of the time.

For these reasons it offers a different quality of attention to what the advertiser may wish to say.

**THE YOUTH'S COMPANION, *For All the Family***

Boston, Massachusetts

New York Office: 1701 Flatiron Building

Chicago Office: 132 So. Michigan Boulevard

## The NORTHCLIFFE NEWSPAPERS

Number

*The Northcliffe Press comprises the following newspapers: THE DAILY MAIL, THE EVENING NEWS, THE WEEKLY PATCH, THE OVERSEAS DAILY MAIL (Weekly Edition of Daily Mail), THE CONTINENTAL DAILY MAIL. Each particular is dealt with in this series of advertisements.*

**T**HE NORTHCLIFFE PRESS is something more than a newspaper service—it is an integral part of the national individual life of Great Britain.

In national affairs it possesses press and power founded on the solid rock of fearless and outspoken criticism.

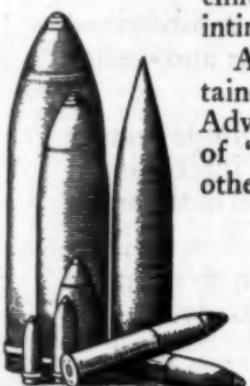
It has won the confidence and regard of its millions of individual readers; the "helping hand" policy it constantly follows, for the Northcliffe Press endeavours not only to serve its readers with the world's news—which it does with amazing completeness and unswerving accuracy—but also to champion the cause of right and remove the reasons of wrongs.

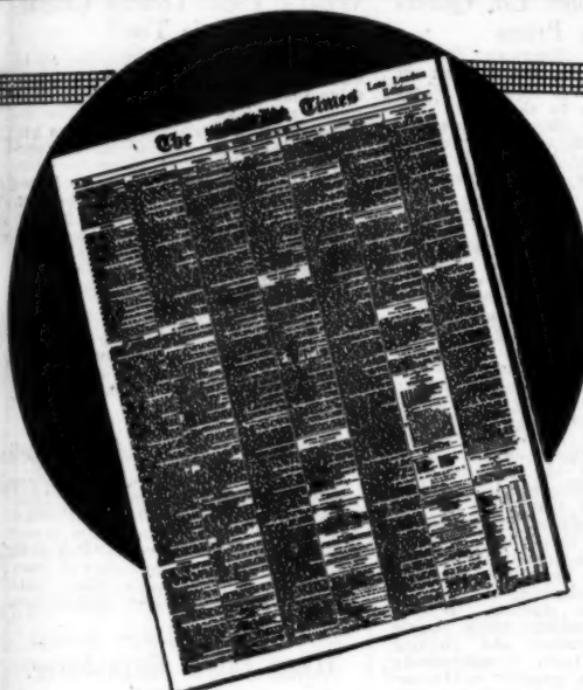
Because of this wide definition of the duty of a newspaper service the Northcliffe Press enjoys the fullest and most intimate *rapprochement* with its readers.

And, this is reflected in the results obtained from its advertising columns. Advertisers enjoy the benefit of a degree of "responsiveness" to appeals that other media can give.

### ACHIEVEMENT:

*In the darkest days of the war when the shadow of high explosive shells made defeat seem imminent, the full weight of the Northcliffe Press was flung into a campaign to GET SHELLS. They were got.*





## The Times

There is only one "Times." It is a newspaper unique and unequalled in its authority and its audience.

It has subscribers all over the world. It is bought—and kept for reference—by all who seek authoritative information of the world's affairs.

There is no other newspaper which enables the advertiser to directly concentrate on such a productive clientele.

The great extent to which it is used for announcements of new capital issues, company meetings and all financial publicity, is sufficient indication of the standing of its readers.

American advertisers with financial and general propositions should use the columns of "The Times."

---

Full particulars of advertising rates and specimen copies of any or all the newspapers of The Northcliffe Press can be obtained post free on application to: The Daily Mail, New York Business Office, 30 Church Street, New York.

---

## American Woolen Co. Quotes Spring Prices

Last week the American Woolen Company opened its fall exhibit in New York, showing lines for next spring. According to the *New York Times*, reductions in price approximated 20 per cent on some feature and staple fabrics, while other lines showed very little change over previous quotations.

"On orders, presumably from the headquarters of the company in Boston," said the *Times*, "no prices were given out for publication, and even the effort to have prices picked up in the market confirmed was unavailing. The air of secrecy about the new figures was maintained throughout the day."

"Big operators were in no special hurry yesterday to commence buying and appeared willing to wait before placing such orders as they found necessary to give. Some were frankly critical of the prices placed on fancies, which they described as the goods chiefly wanted at the present time. They expressed willingness to buy some serges, but stated that many of the prices put out could be shaded in the open market. Where disappointment was felt at the new quotations, the fear was stated of not being able to meet, under the new schedule, the public's desire for cheaper clothing. Despite the strong sentiment which exists among many garment and clothing manufacturers in favor of maintaining prices as close as possible to former values, there is also a feeling among others that the only way to meet the present slump in business is to 'cut prices to the bone' and restore public confidence. This latter class has the idea that no amount of 'holding the bag' will do the various industries any good."

## When Sealy Guarantee Was Discontinued

An article entitled, "Making a Product a National Issue," which appeared in the September 9th issue of *PRINTERS' INK*, describing the advertising campaign of the Sealy Mattress Company, contained the following statement on page 158:

"What happened after the guarantee was discontinued? The guarantee was withdrawn on January 1, 1919. Since that time there has been a decrease in the number of mattresses returned of 38.8 per cent."

The percentage of decrease should have readed "88.8 per cent."

## Claude Miller Joins Hoyt's Service

Claude H. Miller, formerly special writer for Doubleday Page & Co., on *Country Life* and *World's Work*, and more recently editor-in-chief for Thomas A. Edison, in charge of Edison house-organs and publicity, has joined the staff of Hoyt's Service, Inc., New York, as a member of the copy department.

## What's Your Town's Characteristic Toy?

The selection of merchandise to be handled in a toy department is something that is usually not given as much consideration as it deserves. The demand for a particular stock of toys will vary with climatic conditions, local conditions in the city in which the store is located, and a thousand and one other things. As a result, the successful toy buyer must have a thorough knowledge not only of toy stock but of his local community.

El Paso, for instance, is located in a hilly country, and coasting on wheel goods is one of the most universal playtimes of the young boys and girls. The climate is uniformly good, there being but little rain or inclement weather, and children can be out of doors much of the time.—*Dry Goods Economist*.

## Raymond Welch with Crowell

Raymond Welch, who recently resigned as secretary of the Romer Publishing Company, publisher of *Printers' Ink Monthly*, has become sales promotion manager of the Crowell Publishing Company, New York, publisher of *American Magazine*, *Woman's Home Companion*, *Farm and Fireside* and *Collier's Weekly*.

## Harry Elliott Buys Agency Interest

Harry Elliott has bought the interest of Frederick Pabst in the advertising agency heretofore known as the Elliott-Pabst Company. The company will now be known as the Harry Elliott Service Company, with offices at San Francisco and Los Angeles.

## Leo Kane at Detroit

Leo Kane, who has been in charge of the merchandising and research department of the Class Journal Company, New York, has been appointed to the Michigan advertising territory of that company. He will have his headquarters at Detroit.

## Star Watch Case Company Starts Trade Advertising

The Star Watch Case Company, Ludington, Mich., has appointed Brooke, Smith & French, Inc., Detroit, as its advertising agent. A campaign directed to the entire jewelry trade has started in a list of trade journals.

## To Advertise "Nutro," a New Milk Compound

The John L. Clough Advertising Agency, Inc., of Indianapolis, is planning an advertising campaign for Nutro, a new milk compound, manufactured by the Indiana Condensed Milk Company.



WILLIAM E. SEIP

"Bill" Seip, as his many friends call him, was with Mr. Hearst's Boston American when he joined my Organization ten years ago.

"Bill" is the second best story teller in the country, and is as human as George M. Cohan.

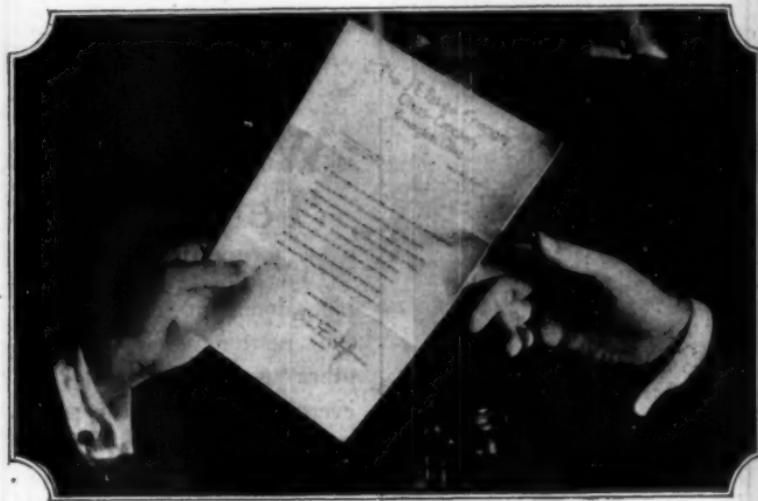
I am very pleased with his long association with our Organization.

*Lane Block*

## The Worcester Telegram

In Worcester there is one big, dominant newspaper. No matter what claims other papers may make, every A. B. C. audit and government statement proves the overwhelming leadership of the Worcester Telegram.

And in advertising volume its lead is just as great. During 1919 it led the next nearest Worcester paper by nearly a million lines, *six days per week*, and including its big Sunday issue, by over four million lines—more space than any newspaper in New England. Well-informed advertisers cover Worcester with the Telegram.



# SYSTEMS

Prepared by The H. K. McCann Company

---

---

“from that new firm  
we are considering”

MUCH depends upon a favorable presentation of your proposition. Decisions are based on convictions. And it is often difficult to account, exactly, for many of the impressions that lead up to them.

Recall an important negotiation with your own concern. Were you not influenced, finally, by a belief in the firm you were considering—its methods and character?

You were probably impressed by the business aspect of its letters—their dignity and “body”. The crisp crackle and fine texture of a sheet of Systems Bond make for a favorable presentation of your service, the quality of your goods, the character of your organization.

Systems is a splendid business-man's paper. Its rag-content and loft-drying give it the distinguishing qualities of a much more expensive bond. It is available everywhere—at a business-man's price.

Systems Bond is the standard-bearer of a comprehensive group of papers—a grade for every bond and ledger need—all produced under the same advantageous conditions—including the well-known Pilgrim, Transcript, Manifest and Atlantic watermarks.

EASTERN MANUFACTURING COMPANY  
501 Fifth Avenue

New York, N. Y.

Mills at Bangor and Lincoln, Maine



BOND

*The Rag-content Loft-dried Paper  
at the Reasonable Price*

---

---

Sept. 16, 1920

*use*

We Sell Worthmore Bond  
for Business Stationery

We recommend and sell WORTHMORE BOND Letter Heads, Envelopes, Ruled Headings and Business Forms, in white and colors and in various substance numbers for business correspondence and records requiring a combination of dignity, permanency, strength and folding qualities and at a price that the most exacting buyers will recognize as thrifty.

*use*

*even one*

THE WHITAKER PAPER CO.

## THE WHITAKER PAPER CO.

HOME OFFICE:  
CINCINNATI, OHIO

DIVISIONAL HOUSES—Atlanta, Boston, Baltimore, Chicago, Detroit, Denver, Dayton, O., Indianapolis, New York, Pittsburgh.

BRANCH HOUSES—Birmingham, Columbus, Richmond.

SALES OFFICES—Akron, Buffalo, Cleveland, Colorado Springs, Kansas City, Knoxville, Lexington, Louisville, New Haven, Philadelphia, Providence, Salt Lake City, St. Louis, New Orleans, Washington, D. C.

# In the "Good Will Ledger"

More Entries in This Book Than All Other Books of the Company,  
Says Prominent Public Utility Man

By Arthur A. Higgins

Of the Providence Gas Company

THE generally accepted opinion among public utility companies is that advertising consists of paper, ink and paint. But a closer study of the subject shows that advertising has much to do with every act and word which we perform or speak, and, in so far as our various companies are concerned, it involves the acts and words of every one of the employees of the company represented. In an unseen way, a great ledger is kept in every company which keeps an automatic balance that no one ever knows. There are more entries, both debit and credit, in this book than in all the other books of your company put together. It is a curious, uncanny thing. It is the Good Will Ledger; in it are debited and credited the results of every little act or word of every one of your employees and yourself, and just what each and every one of your customers or your prospective customers thinks or says about your company.

No one knows or ever will know what the balance is. The unit of measurement is confidence, and little debit and credit confidences flow automatically into this great ledger and make their own balance, which is the good will of your company and which is one of its most valuable assets. Yes, it is something that your bank will loan you money on, because it is worth much to the business.

If an employee of your company appears before one of your customers, immediately he is sized up as to how fully he fills the capacity to which he is assigned—be he the office boy or the president—and your company is immediately debited or credited with the results of the observations of that customer.

One of your company vehicles may pass along the street in view of many of your customers, and

your company is immediately given debit or credit with the impression which the vehicle makes upon those who observe it. When your offices or salesrooms are visited by customers, little details about the place or about the personnel of those in view make an impression on the customer, and the company is also either debited or credited with the result of the observations made. Further, when you appear in print, either in newspapers, circulars or your gas bills, signs on your vehicles or in other ways, the same process follows, but with increased rapidity.

#### CONTACT WITH PUBLIC SHOULD PRODUCE GOOD FEELING

The quality of your product and the service which you give also make like impressions. In fact, whatever anyone in your company who comes in contact with customers does is an advertisement, good or bad.

And so we find that advertising plays a large and vital part in the doings of all of our various companies and ourselves. I would like to draw a word picture designed to illustrate the effect which advertising has on our customers and, in fact, upon the general public.

Let us take an ordinary wash bowl with hot and cold water faucets as a basis of this picture. We draw the bowl about half full of cold water and let this represent the mental attitude of the public which we desire to influence. Now we open the hot water faucet and allow a stream of hot water to flow into the bowl, which will represent advertising. As the hot water flows into the bowl, the contents of the bowl gradually rise in temperature, depending upon the size of the hot water stream and the amount of cold water into which it is poured, and the whole

mass becomes gradually warm in the direction desired. In fact the hot and cold water become one. Now suppose that we shut off the stream of hot water which represents advertising—it will not be long before the temperature of the contents of the bowl will recede by radiation, just as your public will cool off regarding your business when advertising is stopped. The water in the bowl can, however, be maintained at a given temperature or increased at will by the use of more hot water—just as the effect of advertising can be maintained or increased by more advertising.

Advertising and salesmanship, which go hand in hand, are merely letting people know what we have that is of more value to them than what we require in return, and I contend that if gas had been made ever since it was invented and no one had been allowed to know of it, none would have been used by the public. Therefore, advertising and salesmanship are responsible for the business which we have and the lack of more of it, for that which we have not, which is many times that which we have.

The results of advertising are not easily measured, as they are quite apt to vibrate on through many years either through the memory of the reader or through the recommendations of satisfied customers who have purchased goods as a result of advertising.

As an example, I positively know of one large gas company that is selling a certain manufacture of gas range as a result of an advertisement read by a man some fifteen years ago, who was not then in the gas business.

So we never know where our advertising ends, as it is barely possible that the advertising which you ran last week in your local newspaper may be selling the same kind of merchandise for you through the recommendations of satisfied customers many years hence. It is quite possible that ten years from to-day two ladies will be visiting and the subject of buying a gas range will arise, and if the gas range which you sold

yesterday has proved satisfactory through all those years, it is more than probable that the recommendation will be made to purchase one of that kind. This is why it pays to be a little more than fair with a customer, as it is in this manner that your business grows. If you give absolutely unsatisfactory service the customer's friends will know this, on account of the dissatisfaction given. As one satisfied customer makes another, so does one dissatisfied customer make another.

Do you get pleasure from sending a customer out wearing a smile who comes in with a complaint? This can only be done by the skilful training of those who handle complaints, but the energy expended pays great dividends which are promptly credited in your company's Good Will Ledger.

Advertising is a highly specialized business, and the following qualifications are necessary for success: a good education, an open mind, ability to sell, ability to see the customer's viewpoint, ability to write, and enthusiasm.

#### ADVERTISING A PUBLIC UTILITY

Too much emphasis cannot be laid upon simplicity and brevity in advertising writing, for in these days of much advertising the fewer and simpler the words which carry the message, the better the chance of having your advertisement read. Advertisements that are not read are unproductive as well as many that are read, and it is what you say and how you say it that really counts.

I cannot speak too strongly against the use of large words and many words for this reason—I have seen many an advertisement fail on account of too large words and much verbiage. Remember that many of your audience are very poor scholars; some perhaps cannot read or write, but they can all read pictures, and pictures that carry the message are quickly and easily understood, and are therefore very desirable. The use of illustrations which show comparisons are to my mind the most desirable that can be obtained.

The Grand Rapids Furniture Record

*Men Who Sell Things for the Home*

Modern, aggressive and successful merchandising methods of furniture stores in the sale of many things besides furniture is shown in connection with talking-machines. A few of the lines advertised to the furniture and home furnishing merchant in the September issue of the Grand Rapids Furniture Record are Cheney, Colonial, Empire, Garford, Independent, Widdicombe, Operollo, Pathé, Remington, Sona-Tone, Steger, Supertone, Vitanola, Waggoner, Windsor. And the logical development of a "music department" is indicated by the piano and player piano advertisements of Kohler & Campbell and Rudolph Wurlitzer Company in the same issue.

If you have things for the inside of the home, it will pay you to investigate the possibilities of distribution through the so-called furniture store.

The Grand Rapids Furniture Record

Furniture Boost Will Not Hurt Furniture Trade  
Salesmen with 100 Cor-Ranges  
New York's Plaza Bid Furniture Show Oct. 11 to 23  
September 1920

PERIODICAL PUBLISHING COMPANY

VICTOR B. BAER COMPANY, EDWARD R. FORD,

47 West 42nd St., Room 527,  
New York City

53 W. Jackson Blvd.,  
Chicago, Ill.

Grand Rapids, Michigan

SAM LEAVICK,  
510 Union Trust Bldg.,  
Cincinnati, Ohio

A good method to follow when you have an idea which you wish to present to the public is to call in an advertising artist and give him the idea, requesting him to illustrate it in two comparative pictures, using very few words. These advertisements are always productive, because they are so easily understood.

Within the past few years, the campaign idea of advertising has appeared in the gas industry and has produced wonderful results. Advertising campaigns are prepared well in advance and require much thought, for every possible factor must have consideration and every local condition must be thought out, for what is right to do in one city is wrong in another. Co-operation of all the company's employees must be secured, and, in fact, their enthusiasm is necessary to obtain a fair showing in sales commensurate with the unusually large expense, for these campaigns occupy in one week as much space as the same company would use in several months, and so, every possible string must be pulled to help the campaign.

These campaigns are usually very wearing on those who have them in charge, and a period of relaxation is usually necessary after they are over, but like all other intensive endeavor, they bring good reward and are really worth the effort which they require.

We should all take advantage of free advertising. In these days of extravagance and waste, we are apt to get the idea that that which costs nothing is worth nothing; but a piece of advertising matter supplied at no cost to us by the manufacturer of appliances, placed in one of our envelopes or handed out in our salesrooms or at our counters, carries a message just as much as if we paid a fancy price per agate line to have it carried.

Many gas companies prepare expensive catalogues showing in one book all of the more important appliances which they offer for sale.

These are usually beautiful and expensive examples of the printers' art, but large part of this literature is wasted because the cus-

tomer who is interested in a cabinet range does not care about the cooker or double oven range which is shown in the catalogue, but may become interested in the particular appliances which you would prefer not to sell, through suggestion by looking through the catalogue. It will be found to be much better and far more economical to have separate sheets for each appliance, giving illustrations and full dimensions, price, etc. These sheets may be presented to those who are interested in the particular merchandise which is described on the separate sheets, instead of distributing expensive catalogues, nine-tenths of which are not of interest to the one to whom presented.

It is often asked, who pays for advertising? If the question is analyzed, it will be found that nobody pays for it, as the right kind of advertising produces so much larger volume of business that the profits on the increased volume pays for all of the expense, and therefore, no one is hurt. It is said that advertising in the United States has increased yearly until it amounts to one billion dollars per year. Nearly every one who spends money for advertising spends more each year because of the increased profits arising therefrom, and after all, what would our country be without advertising? We would not enjoy our newspapers or magazines so much if these advertisements were not in them. Can you imagine receiving your evening paper or your favorite magazine with just plain news or stories and without the attractive advertisements which go to help make up the publications of the country?

If everyone knew as much about the gas business as we do, the output of our various plants would be multiplied several times, and it is through lack of this knowledge reaching the public that our business is no larger than it is. So it becomes the duty of the commercial manager and the advertising writer to learn more about our business and to teach it to our customers, and publicity and salesmanship alone can accomplish this.

*Items for the Socratic space-buyer's notebook\**



## Taking force away from Dempsey—

Take power—or punch—away from Dempsey and what have you? Just a mere man, like any other man—physically impotent.

The analogy applies equally well to magazines.

The force or power of a magazine is related to its editorial contents only through its readers.

Its readers—the men and women who voluntarily buy it each month—constitute its value to the advertiser.

And the intensity of the “wallop” depends not upon numbers alone but upon buying power and influence and community prestige.

# MUNSEY'S

\* It is said of Socrates that his reason was stronger than his instinct.

# Reach Your Prospects Where They LIVE—



## Advertise LOCALLY in Each Rich Center!

A manufacturer or distributor must handle Oklahoma BY JOBBING DISTRICTS in ADVERTISING as well as in SELLING—must advertise LOCALLY in each jobbing district—in order to do full justice to Oklahoma's tremendous market possibilities.

In using one or more of the LOCAL newspapers in each of the 9 principal cities listed below, you not only "cover" the principal buying markets of Oklahoma as NO "outside" paper can do, but you cover them more EFFECTIVELY—you reach the people WHERE THEY LIVE—you minimize the difficulty of their purchasing product.

**"MAKE EACH OF OKLAHOMA'S 9 PRINCIPAL CITIES A MARKET FOR YOUR PRODUCT."**

It is admitted that LOCAL circulation is always the most productive of tangible advertising response. LOCAL advertising, even when it does not carry the names of local dealers, always implies that there exists an ample local distribution of the product advertised. In other words, the reader believes that products advertised in the LOCAL papers may be purchased in the LOCAL stores, which is not the case when advertising appears in out-of-town papers.

This is particularly true of the newspapers here in Oklahoma—our transportation facilities making the publication city not easily accessible to the people of other districts.

The purpose of the Oklahoma Daily League is to show general advertisers and agencies how to make EACH of Oklahoma's 9 rich markets pay its full share. Up-to-date information on these 9 centers will be furnished FREE on request. Also, we offer you efficient newspaper co-operation in each of these cities. Command us.

## Oklahoma Daily League

P. O. Box 994. 409 W. Grand Ave., Oklahoma City

**OKLAHOMA NEWS**  
Circulation—25,139

**TULSA DAILY WORLD**  
Circulation—25,194

**TULSA TRIBUNE**  
Circulation—20,170

**MUSKOGEE PHOENIX**  
Circulation—15,454

**MUSKOGEE TIMES-DEM.**  
Circulation—12,005

**McALESTER NEWS-CAP.**  
Circulation—3,360

**ENID NEWS**  
Circulation—6,350

**ENID EAGLE**  
Circulation—5,356

**SHAWNEE NEWS**  
Circulation—4,215

**CHICKASHA EXPRESS**  
Circulation—2,100

**LAWTON NEWS**  
Circulation—3,000

**LAWTON CONSTITUTION**  
Circulation—2,473

**BARTLESVILLE EXAMINER**  
Circulation—3,393

**RICH MARKETS PAY YOU"**

Sept. 16, 1920

**Where's a  
good place to  
feel the Markets  
average pulse?**



## **There's the PHOENIX of Mus-ko-gee Oklahoma**

morning-and-Sunday in a city of 45,000,  
average net paid in August 13,741—the  
one big newspaper in a trade territory  
housing 200,000 people and producing 60  
millions this year in farm crops, a million  
tons of coal and ten million barrels of oil.

Thirteen wholesale houses and  
about 230 retailers here; it's a rail-  
road town, with 2,225 on the local  
payrolls; bank clearances last year  
were over 176 millions. Why  
wouldn't this be just THE place  
to try out that selling-plan?

**Oklahoma Free State Fair, Oct. 4-9**  
fully a quarter million prosperous folks will  
attend. Tie up your exhibit with space in  
the Phoenix.

**tell 'em in**  
**Mus-k — gee**

Members Oklahoma  
Daily League—



Special Representatives—Jno. M. Branham Co.

# The Letter-Writing Diplomat

Practical Need in Every Organization of One Safe and Sane Man Who, as a Student of Character, Can Patch Up Relations with Customers

By F. C. Manning

**M**Y JOB is perhaps the most disagreeable one in our organization.

For once there has been devised a specialization that no one else wants and which is impervious to office jealousy. I have it all my own way, with my associates combining pity and God-speed.

It has fallen to me to mend broken friendships and bring cantankerous customers back into the fold. I am a professional smoother-out of business misunderstandings.

For the better part of our career, this post was unoccupied. It is constructed on the principle that every so often even the most normal, good-natured customer will jump clean out of the harness and become unreasonable. His feelings will be hurt, when no such thing was intended. He will pick up his toys and go somewhere else to play.

We found that it was positively dangerous to allow the man who had been carrying on the correspondence, to himself answer the letter from the disgruntled customer. Having perhaps weighed the injustice of what was said, this man was inclined, nine times in ten, to sit down and dictate a three-page harangue that made a bad matter worse.

I can think of no more ill-advised procedure than a business letter charged with bad temper. A customer may have been faithful to you through many pleasant years, but it is quite human for him to resent and hold against you any intimation that he is unreasonable or unfair. The bond is broken in an instant and it is exceedingly difficult to mend it.

This despite the fact that he may have been all that you accuse him of being. There may be complete justification for what you

say—but don't say it. Forget it.

It once occurred to me to make a series of office letter charts. They were for my own edification entirely and did not clog up the working day with an overdose of "system." After the various men went home at night, I dipped into their files and studied both ends of the correspondence. It interested me greatly to discover that there were gradations of temper. The thing did not run smoothly. There were occasional jolts that made the files rattle.

## THE HEART-BEATS OF BUSINESS CORRESPONDENCE

And to measure the pulse of the situation, I made up charts covering a period of six months. When the correspondence suggested that the customer was happy, pleased, satisfied, a line was drawn on the chart to indicate it; when he registered a complaint, down went the line, and when the danger point was reached, this also went on the record.

As indicating that we are all very much the same, and subject to inevitable moods, the charts demonstrated, at the expiration of six months, that almost every name on it, sooner or later, dipped downward to various shades of dissatisfaction and finally to an out and out grouch.

As a result of the chart we could see at any time exactly where we stood with our customers. These charts also registered, day by day, letters received, date, etc. You can readily see how valuable this basic idea was. No customer was forgotten or neglected, and when the line took a downward tendency someone at our end wanted to know the reason.

Department managers handling correspondence seemed to think it was necessary eternally to vin-

dicate their own position. They would explain and explain—and is there a more boresome thing on earth than a letter of explanation? It begins nowhere—ends nowhere. Explanations run into many words and a long letter is a business error.

These temper-irritating letters never once brought satisfactory adjustment of a difficulty. They aggravated it.

Here is another alarming condition I unearthed: members of the organization, sometimes opening mail addressed to them rather than to the firm, deliberately filed the complaints away without bringing them to the attention of someone in real authority.

Answers were sent out in the same underground manner; shunted down the mail chute before a cool head could O. K. or censor them. The harm was done before anyone else could check it.

These conditions finally brought about my job. I was delegated to follow my charts and take over correspondence when it edged a little too near the danger line.

First off, I investigate. I find just what has happened and why it happened. I know what I am talking about before I begin. And if the mistake is on our side, I admit it as honestly as I can, without belittling the company.

There are two ways of admitting error. One is to heap on the blame and cringe and grovel. The other is to take the other man into your confidence, reminding him that man has never been and never will be automatically perfect. The best of them make a slip now and then.

But I go further in my apologies. I tell how the error took place and the logical reason for it. I also tell the remedy that has been immediately applied to prevent a repetition. To cover up and gloss over office mistakes gets no one anywhere. The white lie in business is a transparent and shabby expedient.

I have found that the other fellow is rather inclined to sympathy and good-humored toleration when you put your cards

on the table. He has made mistakes himself. He is thoroughly aware of the fact that mistakes occur in his own shop. Until man becomes a machine, the little and big errors will continue.

If the customer has brought about a snarl through his own lax methods or something else, I avoid putting it in blunt language. And under no circumstances do I fight out the issue, virtually accusing him of being the responsible party. In justification of what was done, I sum up the case quietly and by the use of direct quotations.

The moment a writer of business letters begins to fight back, the U. S. Postoffice Department becomes a prize ring, and the client is a heavyweight champion. He has you licked to start with because he can count you out and go elsewhere.

I am not afraid to pay compliments in letters to grouchy customers. Men like to be told that they write interesting and individualistic letters. They like to be told that they possess the happy faculty of stating cases clearly and giving concise instructions.

I managed to clear up the worst tangle of the year by referring to the latter quality of a man who had threatened to go to a competitor because of a rather serious error we had made. I said:

"The fact of the matter is, we can't quite understand how we could have departed from instructions. As we look back over our files, we note that your letters always state what you want, how you want it and when, in an absolutely fool-proof way. When you give instructions they are understandable instantly. And this can scarcely be said of many letters that reach us."

"It is only fair and just that we at this end take as much pains and care as you do at yours, and we sympathize with your unwillingness to condone stupidity. We make this admission in complete frankness although it might be contrary to the ethics of some houses. Why attempt to fight Fact?"

# Record-smashing November-

The November number of The Delineator closed with more lines of advertising than any of the fifty Novembers in our history

*The*  
**Delineator**

It is not always necessary to write a letter of this kind, but when it does seem justifiable, the music should be faced. Much depends upon the type of customer you are addressing.

In the above case, our nearly-lost friend came right back with a letter, in which he said that he always tried to write clear, concise instructions and that he was pleased to see that we had noticed it. A little well-groomed flattery accomplished what bullying tactics and elaborate explanations could never have done.

Living as I do in a constant atmosphere of embroiling controversy, do I dislike the work or find it hard? No. Settling disputes is a big job. Anybody can attend to smooth-sailing correspondence. I take personal pride in doing something the other chap is too hot-tempered, too impatient or too indifferent to accomplish. I find hard things interesting. I believe, as well, that saving an old customer is as fine an achievement as getting a new one. The one grumbling, complaining, disgruntled client on the highways and byways of business is a morale-destroyer and a prestige dynamiter. Unconsciously, perhaps, people take some stock in what he says.

I start out with an advantage.

While taking sides with my own house, of course, as a matter of good judgment and good business, I can see the client's side too. Not having been identified with what has gone before, I have no pet child to protect. It is not necessary for me to explain and argue and fight back. I merely get my facts straight and proceed to tactfully unsnarl the tangled ball of yarn.

There never was a misunderstanding that could not be adjusted, if you find the weak place in the other man's armor. He may want to be reminded of that little birthday card he sent you a year back, or the baseball game you and the Man Higher Up attended, or the business deal that registered a success because of sound collaboration.

## American Manufacturers Seek Contact with Foreign Students

The American Manufacturers Association has adopted a resolution recommending the establishment of close and friendly contact with foreign students to acquaint them with American business. The resolution reads as follows:

"Whereas, The board of directors of the American Manufacturers Export Association has had its attention brought to the presence in the United States of about 10,000 students, male and female, in our colleges and universities from foreign lands for special study and research, and

"Whereas, This affords a unique opportunity to cultivate mutual understanding and respect in the promotion of our international trade and other relations in cases worthy of our moral and financial support, and also affords a means of bringing foreign students into American business as employees during their vacations, through agencies organized to befriend such students, such as the International Friendly Relations Committee, 347 Madison Avenue, New York; the Metropolitan Club (Y. M. C. A.), 2329 Broadway, as well as local Y. M. C. A.'s, therefore, be it

"Resolved, That the members of the American Manufacturers Export Association be and they are hereby invited to everywhere seek the establishment of close and friendly contact with these students by every means possible in a systematic effort to acquaint them with our business and industrial life."

## King Company Has Nuera Waffle Account

The Nuera Waffle Company, of Salem, Ohio, has placed its account with The John S. King Company, Inc., Cleveland agency. A national campaign for Nuera Waffle Flour has been planned for newspapers and magazines. This agency has also secured the account of The Stanley B. Moore Company, ad-setters of Cleveland.

## Seek More Tourist Travel to Bahama Islands

The Nassau Hotel & Steamship Company, of Nassau, Bahama Islands, has recently undertaken an advertising campaign in the United States for the purpose of increasing tourist travel to the Bahama Islands. The House of Hubbard, Cleveland, is handling the campaign.

## Motor Truck Account with Campbell, Blood & Trump

The advertising account of the Reynolds Motor Truck Company, of Mt. Clemens, Mich., has been put in the hands of the Campbell, Blood & Trump Advertising Agency, Detroit.

**Seek**  
**Assoc-**  
**recom-**  
**use and**  
**adents**  
**busi-**  
**llows:**  
**ctors of**  
**rt As-**  
**rought**  
**tes of**  
**emale,**  
**from**

se op-  
under-  
ion of  
rela-  
l and  
ards a  
udents  
loyees  
agen-  
stu-  
endly  
Ave-  
Club  
as well  
be it  
of the  
Associa-  
invited  
ment of  
the stu-  
ents.

... of  
count  
Inc.,  
aign  
been  
tines.  
e ac-

l to

ith  
p  
Rey-  
Mt.  
the

Made in Springfield, Mass.

**BARNEY & BERRY**  
**WINCHESTER**

## SKATES

Barney & Berry skates have been made in Springfield for over half a century. They are known and used wherever water freezes.



art known and used wherever water freezes. Barney & Berry experience in both ice and roller skate making combined with Winchester manufacturing methods and thoroughness produce these fine examples of the skate maker's art which Springfield offers the world to-day.



SPRINGFIELD is now the SECOND CITY  
in Massachusetts in property valuation and the  
THIRD CITY in the State in population.

### ***City and rich suburban territory covered thoroughly by The***

# Springfield Republican and The Daily News

**Circulation over  
50,000**

**Largest Circulation in Massachusetts Outside of Boston**

**Kelly-Smith Co.,**

**Foreign Representatives** Marbridge Bldg., New York  
Lyton Bldg., Chicago

# View the British Market

## COMING

First-hand opinion from the American with the longest, widest, and most successful experience in developing the sale of American goods in the British market; worthwhile views on selling in British markets, and the opportunities for American enterprise, with a recognition of the folly of doing the wrong thing in the right way, or the right thing in the wrong way, in an imperfectly understood market is worth thinking about.

Mr. Derrick's British experience covers a period of 25 years, and embraces the advertising of goods selling through practically every wholesale and retail line of trade.

*Our American clients include Quaker Oats Company, Armour & Company, Corn Products Company, Cudahy Packing Company, Funsten Brothers, the principal Havana Cigar Manufacturers, H. J. Heinz Company, the Oneida Community, The Pepsodent Company, and Studebaker Company.*

The DERRICK AGENCY is staffed with British men trained in American Agency methods, men who understand the British market and the responsive appeal to the British consuming public.



Paul E.

**D E R R I C K L**  
ADVERTISING AGENCY, LIMITED,

34,

# Mr. Derrick trained American Eyes

## OVER

Our Mr. Derrick will arrive in New York about September the 25th and will spend a few weeks in New York, Chicago, and other important cities.

*Interviews can be arranged by addressing him at Room 1510, Flatiron Building, New York. Phone: Ashland 7423.*

Mr. Derrick is a Director of the American Chamber of Commerce in London, and Chairman of its Trade Information Committee, and also of its Advisory Advertising Committee. For sixteen years resident in London, and Managing Director of our Advertising Agency.

In addition to an influential American clientele, we represent many important British firms having a world-wide trade.

Mr. Derrick offers a thoroughly up-to-date advertising service organization from Policy to Practice—including Press Advertising, Billposting and Printing.



K L O N D O N  
ED, 34, NORFOLK STREET, STRAND, W. C.

## Adding Christmas Warmth to your Good-will Emblem

**Y**OU see trade-marks worth millions in good-will, linked with warm, genial *expressions* of good-will on OLSON HOLIDAY GREETING CARDS.

*Shur-on*



**GOULDS  
PUMPS**

*H. J. Gould*



Maybe there's a connection between the two; somebody must think so, or those solidly established concerns wouldn't order the cards year after year.

Somebody high up, with a nice discretion, thought a million-dollar trade-mark should be empaneled on a Greeting Card with a million-dollar grace about it—if steel-etching, color and design could rise that high. It only remains for you to judge by the cards themselves\* whether the effects obtained are such as would enhance *your* good-will, and add warmth and intimacy to the trade-mark symbolizing *your* business.

\*The Olson Greeting-Card sample-box contains among others the cards produced for the nationally known concerns whose trade-marks adjoin. 25 different designs and greetings are offered for your selection. The sample-box will be sent you free, only please use your business letterhead when writing. We've also a line of steel-etched, hand-colored personal Greeting Cards. If you might use a Personal Card, write us so we may tell you about them.

**EUGENE A. OLSON  
COMPANY**

*Manufacturers of Engraved Business Cards  
Stationery and Greeting Cards*

**HARTFORD, CONNECTICUT**

# Giving the Dealer Business-Building Tips in the Advertising

An Unusual Slant the AutoStrop Razor Company Is Getting in Its Business-Paper Copy

THE current business-paper campaign of the AutoStrop Safety Razor Company is an unusual example of dealer-help work. It is a new method of getting before the merchant the sales-stimulating ideas constantly being worked out by Dealer Service Departments. Furthermore, it provides a good copy angle, one that is bound to get the retailer's attention. Perhaps the best method of explaining what is being done would be to start off with a description of one of the series, which appear in drug, cutlery and hardware papers.

A current piece of copy is headed "One of the biggest secrets of retail success," and tells in the following manner "What the manager of a big retail organization discovered about the value of the 'little things' in building sales."

"The head of a chain of eleven retail stores, who has increased his business in four years from \$750,000 to over \$4,000,000 sums up the secret of his success in the following words:

"Store personality—that's the keynote of everything we've done. Whether it's ash trays placed in convenient spots about the store for the men, rest rooms for the women, or any other detail of service to customers, we have found it's always the 'little things' that count most."

"Attention to the various 'little things' of a business is only another name for the biggest word in retail merchandising—Service.

"It is service to the community for a dealer to standardize and specialize on nationally advertised, fast-selling lines—to concentrate on those products that he himself believes in, is enthusiastic over, likes to stand back of, fight for if need be. When your store is

'sold' on a product in this way, it is easy to sell it to others."

## ALWAYS BUSINESS-BUILDING IDEAS FOR RETAILERS

The advertisements of this series are spread out over two pages, well illustrated in color. On the left hand page is always a talk similar to that given previously. Another is headed "82 per cent of all sales to men are influenced by this one thing," going on to tell "how 'Store Personality' is being used by progressive dealers to double and treble their safety razor sales."

The right-hand page is given over to retail business-building ideas. For example, the second advertisement quoted previously goes on in this fashion: "Practical business-building ideas. A Pacific Coast dealer gives an AutoStrop Razor free to any Coast League baseball player hitting a home run at the local park. He has established himself as a 'live wire' in the cutlery business, and his trade in all lines is increasing.

"A dealer in New Jersey made his store known for miles around as 'Razor Headquarters.' His plan is a simple one—he offers an AutoStrop Razor free to any one who can make the stropping mechanism cut or injure the strop while restoring the edge.

"A dealer in Pennsylvania is speeding up sales by displaying together articles *that are used together*. With his monthly window-trim of AutoStrop Razors he always displays shaving brushes, soap, mugs, strop dressings, blades, even talcum and shaving lotions.

"These are practical, business-building ideas that have proved their worth with other dealers. They will help a lot toward making your store stand out in the

community—toward giving it a personality that will attract customers and hold them."

It is sad to state, but true, nevertheless, that to a great many advertisers a dealer is merely someone who is listed on the books as rated at so much and selling a certain amount of goods each year. Perhaps a certain amount of co-operation is given him in the form of more or less valuable dealer helps and there the matter ends. Yet, as has been pointed out so often in *PRINTERS' INK* the success of the manufacturer is tied together in a Gordian knot with that of the dealer. The more successful the latter just so much more will the manufacturer profit.

This is the basic reasoning underlying the campaign of the AutoStrop Safety Razor Company. To put it in the words of N. R. Maas, director of the company's advertising: "Insofar as 100 per cent distribution is possible we feel that our razor is sold in most every worth-while outlet for such a product in the country. Our business paper advertising, therefore, could not be the customary style, which is a direct solicitation for new distributors. Something new, rather, was needed. Under such circumstances it was reasoned that the logical method of increasing sales, with the usual plan of adding new dealers left aside, would be to increase the number of sales per dealer."

#### DEALERS COUNTED ON TO APPRECIATE THE HELP

"Of course the next step was to determine the best route to that goal. Now our dealers, like all others, are not exhausting every possible means to increase their sales. This is due to numerous reasons. One of the main factors is the limited merchandising ability of the average merchant. It immediately became apparent, when this was considered, that here was a proper path to increased sales. In other words, according to our methods of reasoning—and we can find no breach in it—should we raise the selling ability of our dealers by a cer-

tain percentage, make him a better merchant, the sales of our product will increase correspondingly. Naturally such a plan involves also, to some extent, helping along the products of other manufacturers. We feel, however, that with the way we are tying the selling suggestions and general talks to the AutoStrop and the fact that the dealer does not usually forget the source of such assistance, we shall not fail to receive our full share of the proceeds.

"One fact which we find it important to impress upon the dealer is that he have prospective customers demonstrate the razor themselves. We tell them to get the customer to strop the razor himself just to see how easy it all is and to get the feel of it. Furthermore, we instruct our dealers in the importance of giving their store a real personality. To help them in accomplishing this we furnish a very complete window display, little booklets to be enclosed with monthly statements and other direct-mail matter, electrotypes or mats for local advertising, etc. Our salesmen carry samples of all these dealer helps which they show the merchant and order for him.

"This style of business-paper copy is really a house-organ run in the form of an advertisement. It contains the same text such a publication does, or should have; that is, business-building ideas the dealer can lift out bodily and apply to his own business. Nor does this preclude any possibility of our securing new dealers. We are constantly receiving inquiries in response to the advertising from retailers not on our books. In fact, there is some doubt in my mind as to whether this sort of copy does not open up as many new distributors as does the customary direct solicitation."

Right here there might be injected a point that Mr. Maas brought out. While somewhat irrelevant to the main topic of this article, it is of interest. In telling of the free-trial plan on which the AutoStrop is sold, Mr. Maas said: "We have found that

# The Evening Star.

WASHINGTON, D. C., FRIDAY, FEBRUARY 16, 1920—TWENTY-SIX PAGES

**USE DENIES "THREAT"**  
**IDENT TO QUIT EUROPE;**  
**ERS OPPOSE HIS PROGRAM**

**PAY RECLASSIFIERS**  
**UNSE EFFICIENCY**  
**PLAN FOR CLERKS**

**INTERN EX-KAISER,**  
**ALLIES NOW ASK**  
**TO BE FILLED THIS**  
**WEEK, IS INTIMATED**

**SENATOR JONES G**  
**TO RETAIN \$85**

*Probabilities for Mutual Mon  
ciple World Report &  
mission to Europe D. C.*

*Wilson-Nody  
Disap  
as to,*

**THERE'S hardly a home in the National Capital where The Star isn't left by its own carrier service every day in the year.**

You know folks READ the paper for which they subscribe—so you'll put your message before practically ALL the people of Washington—and under the best influence—if The Star carries your advertising.

There are some things you should know about this market, which our Statistical Department will be glad to furnish upon interested inquiry.

# The Evening Star.

WASHINGTON, D. C.

*Write us direct or through our*

New York Office  
 Dan A. Carroll  
 Tribune Building

Chicago Office  
 J. E. Lutz  
 First Nat. Bank Building

the small-town retailer is always more receptive to a free-trial plan such as ours, where the customer is allowed to use the razor for thirty days without obligation, than the big city merchant. The reason for this attitude is quite simple. The small-town retailer, as a rule, knows most of his customers intimately. He is not afraid to let them have the use of the razor for thirty days. But in the case of the city dealer, where customers in the majority of cases are strangers, he cannot be blamed for being a bit fearful. In the latter case the dealer usually has the customer leave a deposit or the entire price, which is returned after the trial period, should the customer so desire."

Mr. Maas wishes to have it emphasized particularly that this business-paper campaign is not a far-fetched idea. Rather he believes it is absolutely sound and merely a logical use of a copy-neglected medium.

### Over a Million New Motor Vehicles in Use in July

The motor vehicle registration figures for July 1, 1920, show an increase of more than a million and a half motor vehicles as compared with July 1, 1919. There are now 7,904,271 automobiles, motor trucks, etc. in use in the United States or one car for every 13.52 persons. Of these figures it is estimated that about 975,387 are motor trucks, an increase of over 300,000 as compared with 1919.

### Working for Early Christmas Shopping

The Retail Dry Goods Association has had a colored card prepared for use of its members to remind patrons that it is to everyone's advantage to shop early this year for Christmas gifts. The card, which is twenty by thirty inches in size, is in poster style, with a portrait illustration of a pretty girl clad in fur, carrying Christmas purchases. Beneath it are the words, "Do Your Christmas Shopping Early."

### John Lewis Brooks with Allen Agency

John Lewis Brooks, for the past five years with the Hollis Press, New York, has joined the staff of the Allen Advertising Agency, New York. With the Hollis Press Mr. Brooks was for some time manager of *The International Tailor*.

### Legend or Caption?

CHICAGO, September 7, 1920.  
*Editor of PRINTERS' INK:*

P. K. Marsh's article, "Capture the Caption" (page 42, *PRINTERS' INK*, September 2), reminds me that the new generation of advertising men, and writers on advertising, seems never to have heard of the word "legend."

Unless I am mistaken, a Caption is a Head, something that goes above or before (as the title to an article, or paragraph), while a Legend is an inscription placed below the thing it describes, as a line, or paragraph, under an illustration.

There certainly seems to be some contradiction in speaking of a "head" going *below* a cut, which is the sense in which Mr. Marsh uses the word "caption" throughout his article.

In the old days we used to say: "Give this article a two-line caption and write a legend for the cut." It seems to me that this is more definite than to use the word "caption" for the title that goes at the head of an article as well as for the description that goes under a cut.

CHAS. L. BENJAMIN.

### A. D. S. Aspirin in the Newspapers

Advertising of the American Druggists' Syndicate in newspapers features A. D. S. Aspirin, but also works to make the trade-mark better known. Other of the A. D. S. products are mentioned, the fact is stated that the organization is comprised of 28,000 pharmacists and the reader is urged to buy from A. D. S. drug stores.

### R. L. Rubel Joins John B. Woodward Organization

Roy L. Rubel, who has been connected with the foreign advertising department of the Chicago *Daily News* for several years, has joined the New York office of John B. Woodward. He will specialize in the development of financial advertising for the papers represented by that organization.

### J. E. Browne Leaves Bonnie-B Co.

Joseph E. Browne has resigned as sales manager and advertising director of The Bonnie-B Company, Inc., New York, importer of veils and hair nets. His future plans have not been announced.

### Oregon Fruit Growers Prepare for Campaign

The Oregon Fruit Growers' Association is contemplating a national advertising campaign. The account has been secured by the Hall & Emery Agency, Inc., Portland, Ore.

# Now Under Butterick Management

**G**OOD HARDWARE, formerly published by W. Linford Smith, Pittsburgh, has been taken over by The Trade Division of The Butterick Publishing Company.

For many years The Butterick Publishing Company has been working closely with wholesalers and retailers in many important lines of business. The elimination of all mail order advertising from Butterick Publications, The Delineator, The Designer and Everybody's Magazine was one of the important steps in this work that has built friendship for Butterick wherever retailers and wholesalers do business.

The acquisition of GOOD HARDWARE is another forward move. It reaches every dealer in hardware in the United States, Canada and Alaska, every hardware jobber and every jobbers' salesman whose name we can secure.

GOOD HARDWARE is an unusual publication in that it covers every nook and corner of the trade and offers unusual opportunities to the manufacturer whose logical outlets are the hardware jobber and the retail hardware dealer.

Shall we send you further information about this quick, economical and profitable method of reaching the entire hardware trade of North America?

# GOOD HARDWARE

Published for a Syndicate of Hardware Jobbers by the  
Trade Division of The Butterick Publishing Company

BUTTERICK BUILDING

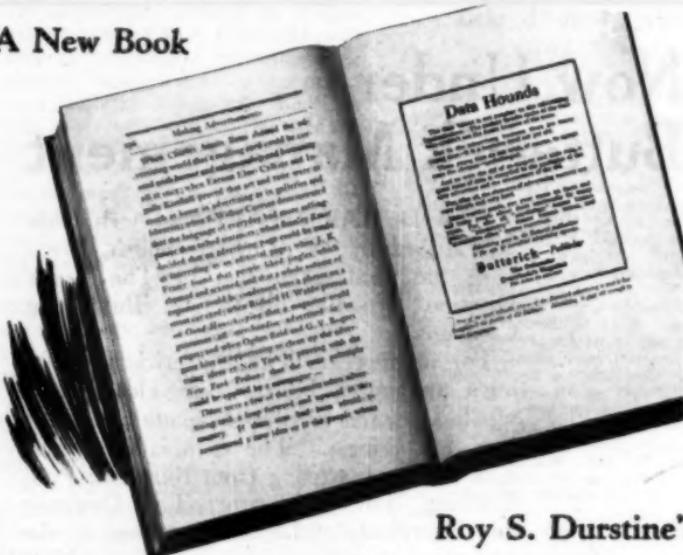
NEW YORK

LEONARD TINGLE, *Business Manager*

FRANK C. THOMAS  
*Eastern Manager*  
116 W. 39th St., New York

W. B. CONANT  
*Western Manager*  
State Lake Building, Chicago

## A New Book



Roy S. Durstine's

# "Making Advertisements —and Making Them Pay"

**A**DVERTISING is a fast moving business and this book is a fast moving book. It's as timely as tomorrow morning's newspaper and as sound in principle as advertising itself. It doesn't orate heavily or instruct self-consciously—but it does aim to help by presenting ideas which will stimulate brains.

### "Making Advertisements —and Making Them Pay"

It has nothing to do with the fifth psychic plane of consumer reaction but it has much to do with securing response from advertising by simple common sense. It is a "feet-on-the-ground and eyes-on-the-ball" summary of modern, up-to-minute advertising principles and copy appeals.

### "Making Advertisements —and Making Them Pay"

Just because this is a book which pertains to business, don't imagine you will escape being entertained

when you read it. For its style is concise and its wit is engaging. It is an entertaining as well as a helpful business document.

*If you are an advertising agent—*  
This is a book which you and the members of your copy department can read with profit and use as a business text-book.

*If you are a publisher—*

It is a volume which will help you to understand the problems of the advertisers who buy your space.

*If you are an advertiser—*

It will give you the basis of the reasoning on which others spend millions of dollars yearly and may help you to improve your own copy so as to persuade your public more readily.



ROY S. DURSTINE

Mr. Durstine is a graduate of Princeton, *The New York Sun* and Calkins & Holden and is now Secretary and Treasurer of the advertising agency of Barton, Durstine & Osborn, Inc.

## "Making Advertisements —and Making Them Pay"

CHARLES SCRIBNER'S SONS

597 FIFTH AVENUE

NEW YORK CITY

Price \$3.00  
Post Prepaid.

"*Making Advertisements—*  
*and Making Them Pay*"  
will be released by us  
on Sept. 17th. Use the  
coupon or put in your  
order with your book-  
seller now.

CHARLES SCRIBNER'S SONS  
NEW YORK CITY

Please send ..... copies of Roy S. Durstine's  
"Making Advertisements—and Making Them Pay".

I enclose .....

.....

Sept. 16, 1920



## Telephone Directory Advertising

will sell almost any product or service. Covers the entire Empire State and Northern New Jersey.  
Ask for particulars.

---

### NEW YORK TELEPHONE COMPANY

P. W. ELDRIDGE, Jr., Sales Mgr. Dir. Adtg.  
1261 Broadway at 31st St. New York

Telephone, Vanderbilt Official 130

# Chain-Store Methods to Revive Dead Country Stores

Better Merchandising, Closer Buying, More Attractive Windows and Modern Follow-Up Some of the Results a Chain of Country Stores Can Attain

By G. A. Nichols

MANUFACTURERS who look upon chain-store development as a menace to their best interests may be right so far as the operation of the large chains is concerned. These chains can make it hard for the independent retailer who will not or cannot measure up to the modern way of doing things or will even force him out of business altogether. Moreover, the bigger they get the more inclined they are to want to control factories or to do their own producing. But there is one kind of chain that ought to enlist the same earnest co-operation that the manufacturer is so ready to give to the individual retailer. This is the chain consisting of anywhere from two or three up to five or six stores.

PRINTERS' INK has already told of chain-store development along this line—of how drug stores, variety stores, groceries, dry goods stores, hardware stores and others had been united in a profitable way through the adaptation of the chain idea. Since that article appeared there have been some radical developments which lead the writer to believe that the manufacturer really has, right now, the opportunity of a lifetime in the intensive development of the chains on a reduced scale. Not only can he give increased and more intelligent attention to the small chains already in operation, but he can be the inspiration behind the organization of many other small chains, and thus save the independent retailer from himself.

It is agreed with practical unanimity that the chain-store method of operation is, with reservations, the thing the independent retailer needs. The individual retail store is in a posi-

tion where it can utilize many of the strong features of chain-store management and still give the service which so many people demand, which they are ready to pay for, and the lack of which is really the weak link in the chain plan. Generally, when a retail store fails or falls away behind in the procession this is taken as another indication that the smaller retail store, as a type, is done for—that the steady trend is toward the city store, the mail-order house and the chain-store, making it increasingly difficult for the independent dealer to do business. These collapses result from poor storekeeping and failure to live up to the modern idea of selling which successful independent retailers and chain-store managers employ.

There is nothing to be gained by sticking one's head in the sand and imagining that the peril to the retail store as such is not real. It is real. The mortality among retail stores, especially those in the country districts, is something so serious that the manufacturers and jobbers do not like to think about it. But right here is where the opportunity for application of chain-store methods comes in.

There is a real chance for these stores to come back. They ought to come back.

## DEAD STORES IN KANSAS

Just a brief reference to retailing conditions as they exist in the country districts of some of the Central Western States—in Kansas, for example—will show what is meant here.

A recent investigation brought out the surprising and almost unbelievable fact that within a radius of twenty-five miles of Topeka at least a dozen big store

Sept. 16, 1920

buildings had been abandoned during the last year. They are standing vacant to-day. Most of these stores are situated in rich farming communities and ought to be doing a prosperous business now.

Disaster came upon some of them quickly. One store especially, the history of which is known to the writer, was going ahead prosperously only a few months ago. It was located in a fine, modern, two-story building in a little town fourteen miles from Topeka. At that time both the town and the store were making rapid and satisfactory progress. To-day both are dead.

Inquiries made of several retailers' journals and grocery jobbers show that the condition existing around Topeka is generally prevalent throughout the Central West, when the country stores are located anywhere near a sizable town. With all this as a criterion it is quite reasonable to believe that the rural store is having a tough experience right now all over the nation.

The chain-store idea in a revised form can be utilized to bring these abandoned stores back to life and to put new energy into many others that are lagging behind.

#### JOBBERS WILL ENCOURAGE NEW CHAINS

One wide-awake jobbing concern is so impressed with the possibilities of this idea that it is deliberately planning to encourage the establishment of chain stores in country districts.

"We believe," the president of this concern said to PRINTERS' INK, "that the country retailer as a class has got into the condition that a recent article in PRINTERS' INK ascribes to the salesman of to-day. He is flabby. He has lost his courage in the face of the steadily increasing aggressiveness of the city retailer. The automobile and good roads have made the country retailer believe that the city dealer could get his business for the asking. If the city dealer is all-powerful why is it that there are so many prosperous

stores in suburban communities? It is many times easier for people in suburban neighborhoods to get downtown than it is for farmers to get to the city. Yet stores in those districts flourish. The difference plainly is in the quality of the retailer and in the methods employed.

"We believe that there is a golden opportunity to be found right now in the intensive development of country stores. Suppose, for example, somebody with a fair amount of capital should buy or rent the dozen abandoned stores around Topeka. He could standardize the whole twelve something after the plan followed by Woolworth, the Great Atlantic & Pacific Tea Company or the United Retail Stores Corporation.

"He could buy his goods in bulk for the whole twelve and keep them in a central warehouse. The stores could be served with goods each day or two or three times a week by a line of motor trucks.

"All the advertising and sales activities could be planned and directed from the central office. There would be a separate mailing list for each store. The advertising would be practically all of the direct-mail kind.

"All the stores would have their windows trimmed by one expert working out of the central office. Window trimming, as everybody knows, is one of the things in which the country store falls down. There are plenty of cut-outs to be had. But the right kind of explicit A, B, C window trimming instruction is not available. And even if it were the average dealer has neither the time nor the talent to use it.

"The merchandising of the chain could be on an intensive basis, planned by headquarters. Special sales could be put on when needed and leader items could be supplied each store for price advertising purposes.

"This in brief illustrates our idea of country chain-store operation. It is logical. We believe it can be put over. I don't know that I care to tell you exactly the plans we are employing. Perhaps

Sept  
Wa  
Ma  
Co  
fron  
Uni  
wer  
noti  
Dru  
gisti  
he s

Has  
thin  
who  
sales  
Bill,  
mag  
ing  
conn  
a wo

Elme  
Rhod  
pumi  
has j  
other  
world  
sold  
of m  
about  
some  
Topic  
better

Wuxt  
editor  
public  
pipe.

Frank  
signed

# Small Town<sup>e</sup> Stuff

Walter Jenkins, who Field Manages for Colgate & Comp., has just come back from a whirl around the United S. Everywhere he went, says Walter, he heard nothing but Drug Topics, Drug Topics. The drug-gists, they go wild about it, he says.

Has anybody heard anything from Bill McDermid, who used to be chief ad and sales mgr. of Mennen's? Bill, who is a ★ of the first magnitude, said he was going to announce his new connection soon—but nary a word yet.

Elmer Murphey, Pres. of Rhodes & Co., the sponge, pumice-and-so-forth people, has just come back from another one of his round-the-world trips. Last time he sold 6 million dollars worth of mdse.; this time only about 5 million. Elmer is some baby! He says Drug Topics is getting better and better every month.

**Wuxtry!** Jerry McQuade, editor of the greatest drug publication i. t. w. has a new pipe.

Frank Thomas went up and signed the Albany Chem.

Comp. for a 4 page 12 times roto contract a while back. Attaboy, Frank; rents go up October 1st.

Bill Conant autoed in from Chi with Kirk Taylor a couple of weeks ago and lunched with V. E. Pratt and ye scribe.

Carl Weeks, Pres. of the Armand Co., is a good scout. He runs an ad every month in Drug Topics and writes "We are able to trace returns direct to the ad in Drug Topics."

Which reminds us that E. M. Stearns of the Allen Comp. wrote a nice letter a spell ago saying "The results from Drug Topics have been more than satisfactory."

Nell Vimick, who helped "make" Aladdin Dye Soap, is now sales manager of the Dyrite Company, and is said to be getting \$20,000 per. Some salary—but Nell's all there.

George M. Kohn of Atlanta, who is Southern Adv. Mgr. of the best little d. p., spent his vacation in Saranac Lake and Franklin-ed back last week.

M. S. S.

Sept. 16, 1920

# SPACE OVERSOLD

We were unable to accommodate nearly 2000 lines of advertising ordered for our October number.

**475,000 COPIES  
MONTHLY**

**NOT A SINGLE SUBSCRIBER IN  
ARREARS**

**\$1.90 the Agate Line  
November Forms Close October 5th**

*The*  
**HOUSEHOLD JOURNAL**

**The Small Town Magazine With a Mission**

**THE HOUSEHOLD JOURNAL**

**C H I C A G O**  
2003 Harris  
Trust Bldg.

**I. E. SEYMOUR, Adv. Mgr.**  
**BATAVIA, ILLINOIS**

**NEW YORK**  
**A. H. GREENER**  
**116 W. 39th St.**

Sept. 16, 1920

## PRINTERS' INK

137

I shall later. But you need not be surprised to see a number of successful country store chains under independent management operating within a year."

The idea advanced by this wholesaler will apply with equally good results to chains of two, three or four stores. A country retailer who is operating one store successfully can run another without any formidable increase in his investment—if he is given expert advice by people who know. In almost any sizable town you can see a number of retailers operating more than one store. They do not call themselves chains, but the chain-store idea is there nevertheless. The same thing can be applied in the operation of country stores.

The time is especially favorable for this development in rural retailing, now that the American Farm Bureau Federation is starting out on its ambitious campaign to bring about the co-operative marketing of farm products. Whether the federation's idea succeeds or not in the fullest measure, it inevitably is going to bring about better conditions in the rural communities and the small towns.

Farmers are going to understand before the federation's publicity work gets along very far that their prosperity is tied up with that of the nearby town. This is an economic truth that the farmers ought to have known long ago. The decline of the country store is one of the things that is bringing it home to them with real force.

One interesting example of this is seen in an actual happening in one of the towns mentioned above, where the once prosperous leading store has been vacant for more than eight months.

Two years ago this town was very much alive. A business man from an adjacent city happened to be driving through there one Saturday afternoon. It seemed that all the farmers from the surrounding country were in town. Their cars were parked so thickly on the one street that the man

could hardly get through. Saturday, of course, is the big day in towns of this kind, more business being done than all the rest of the week combined.

The business man was so impressed that he wanted to buy a farm. Going to a young couple that he knew, he offered them \$25 an acre more for their farm than it was worth, but they refused to sell.

Last July they changed their minds and told their friend he could have the farm. He didn't want it. Anyway, he would not give them within fifty dollars an acre of his former offer. The reason was that the stores had been closed and the town was dead.

Thus it is shown that farm land is valuable in proportion to its proximity to a live town. Get this wholesome truth firmly fixed in Mr. Farmer's mind and there is little doubt about his supporting the country store if—and it is a most important if—the store is of a type to merit his confidence and patronage.

**STORES WILL GET PATRONAGE IF THEY DESERVE IT**

Farmers are being told these things now in language they can understand—the language of money. The telling is being done by people of their own kind. J. R. Howard and his associates in the Farm Federation are practical farmers who have achieved financial independence through the hardest kind of work. They are not agitators. Rather they are broad-minded business men who readily recognize that the farmer cannot go ahead on any one-sided basis. They are going to tell the farmer that he needs the country retailer as much as the country retailer needs him.

Aggressive methods on the part of the country retailer are needed if he is going to measure up to this big opportunity that seems to be coming his way regardless of the present unpromising direct outlook for the country store. Many country retailers are of a type, however, who never will be

able to measure up to anything. There has to be new blood. Perhaps it is well, this being so, that there are so many abandoned stores right now. The weaklings are dropping out. Now, if manufacturers and others seeking increased outlet for their goods will help the strong ones expand, a fair start will be made toward doing the whole thing right.

An aggressive young Westerner who is the editor of four small-town newspapers—the chain-store idea again, you see—summed the thing up very well when he told the writer that it is not such a difficult matter after all for the local retailer to prevent his trade from going to the city.

"He can accomplish this," said the editor, "by doing just one thing. He must give to the community the service that the community wants and have the things the people want to buy. When it comes to prices the small town can beat the cities hands down.

"The city retailer sends out a lot of advertising to the country trade. People read this and imagine they can save money by going to the city to trade. The fact of the matter is they can buy the same merchandise right at home for less money. But they don't know it, and many a country retailer never has taken the trouble to see that they found out.

"The simple fact that dozens of stores all over the State are successful in communities no larger than the ones where stores have failed makes it plain that the failures are due to the retailers themselves."

### Freight Rates and the Things You Eat and Wear

**T**HE public should be forewarned and forearmed against any attempts to take advantage of the freight rate advancing for the purpose of justifying profiteering," says George Dallas Dixon, vice-president in charge of traffic of the Pennsylvania System.

"While it is true that in the case of some few articles and commodities small increases in price may be justified, nevertheless, the amounts which in any instance could fairly be added to the present prices are a very small fraction of the whole, and in the case of practically every article or commodity of daily consumption the increases in transportation charges are relatively so small as to be practically negligible."

Mr. Dixon tells specifically just what the increased cost will be in the case of several household necessities. In carload lots flour will cost 33 cents more per barrel from Minneapolis to Philadelphia, and a barrel contains 200 pounds. Eggs in carload lots will cost about one-half cent per dozen more than formerly and the increase in the case of less than carload shipments will be about two-thirds of a cent per dozen. Butter shipped in full cars from Chicago to Philadelphia will pay added freight costs of about four mills for every pound. If the shipment does not fill the car the increase will be about five and one-half mills.

Housekeepers in the larger cities who buy potatoes by the peck ought not to be charged more than one cent additional for each peck purchased because of higher transportation charges.

And so on, through a list of articles of food and clothing.

"Good and adequate transportation," Mr. Dixon concludes, "will serve the people of the country at large in dollars, where freight-rate increase is measured in cents, and just as soon as the additional facilities can be obtained I am confident the result will be a real and considerable saving in the cost of living."

### New Accounts with Tracy-Parry Agency

The Tracy-Parry Company, Philadelphia, is handling the account of the Abram Cox Stove Company. A newspaper campaign is now running.

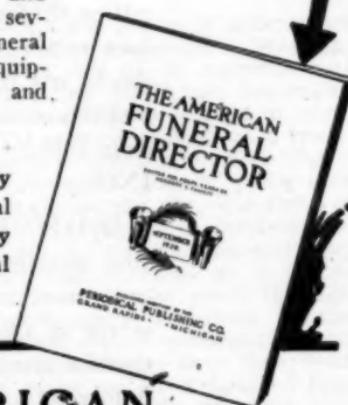
The New York office of this agency is now handling the account of the Cresca Company, "Cresca Food Delicacies," New York.

# 23,000 Professional Men



The men who care for the 5,000,000 persons who die annually in the United States have a basis of professional training in anatomy, chemistry and sanitary service in order to pass qualifying examinations in the States where they practice. There is, however, a big business element in the work of the funeral director. Modern standards require the maintenance of plant and establishment with equipment involving an outlay far in excess of that of a lawyer, doctor or dentist. There is frequently the funeral home, with complete office equipment, showroom for the display of caskets, suits and dresses and all the furniture of the modern funeral. There are receiving-rooms for the care of the dead as well as a chapel and apartments in which the family and relatives of the deceased may live for several days if necessary. Leading funeral directors operate their own motor equipment, consisting of hearse, ambulance and limousines.

There is a big and frequently overlooked market among funeral directors for the sale of many things. The American Funeral Director offers the key.



## THE AMERICAN FUNERAL DIRECTOR

Published by

PERIODICAL PUBLISHING COMPANY

VICTOR B. BAER COMPANY, EDWARD R. FORD, SAM LEAVICK,  
47 West 42nd St., Room 527, 53 W. Jackson Blvd., 510 Union Trust Bldg.,  
New York City Chicago, Ill. Cincinnati, Ohio

# Route Your Advertising to Call on the Same Concerns Your Salesmen Call on



DOMESTIC ENGINEERING will not carry your story to *every* Plumbing and Heating Contractor, but its subscribers are the biggest and most important men in the business.

*Ask your own salesmen* what trade publications they find on the desks of their pet accounts. We know the invariable answer will be DOMESTIC ENGINEERING.

## Read by the BEST Plumbing and Heating Trade

DOMESTIC ENGINEERING is edited to appeal to the best Plumbing and Heating Trade—the concerns who do the bulk of the business in the plumbing and heating line.

You don't care much about having your men call on the small "in the basement" concern that does nothing but small repair work. If they should sell them, your credit department would probably demand cash. Very few of such concerns subscribe for DOMESTIC ENGINEERING.

DOMESTIC ENGINEERING can take your message *every week* to the liveliest and most prosperous heating and plumbing trade everywhere in the United States. We have proven that for many advertisers. Will you let us prove it to you?

# DOMESTIC ENGINEERING

*The Plumbing and Heating Weekly*  
**407 South Dearborn St. CHICAGO**

Member Audit Bureau of Circulations and Associated Business Papers, Inc.

# A Grade-Mark May Also Serve as a Trade-Mark

Recent Decision That a Single Mark May Serve a Dual Purpose

*Special Washington Correspondence*

**A**ID and comfort for the advertiser who desires to have a single mark serve as a trade-mark and a grade-mark are supplied by a recent expression by the arbiter at the United States Patent Office.

Concretely, it may be of little interest to the advertising public how "Acme" is used on seed. In the abstract, however, there is significance in the acknowledgment that a lone buy-word may indicate both origin and quality. For it is not a rare ambition of national advertisers to have their trade-marks popularly interpreted as quality marks.

The J. Chas. McCullough Seed Company and E. W. Conklin Company are rivals whose parallel use of "Acme," coupled with the initials of the respective firms, has been the means of drawing from the Patent Office the most incisive pronouncement yet made that a grade-mark may also serve as a trade-mark and vice versa. Time and again, in the annals of commercial identification, have private marks been refused registration at Washington because it was the conclusion of the umpires that their use was that of grade-marks rather than of trade-marks. Not long ago the head of the Patent Office admitted that he could conceive of circumstances wherein a grade-mark might "double" in the rôle of a trade-mark. Now, in justification of the admitted possibility of a double-purpose mark, we have the precedent established in the seed line.

From a legal standpoint, the dispute between the McCullough and Conklin companies is a rather complex tangle, and has involved a suit in court as well as an "opposition" and appeal at the U. S. Patent Office. In both quarters, however, the contest has hinged on the question whether the name "Acme," as used on seeds, has

fulfilled a trade-mark purpose or has served merely as a grade-mark, indicating quality. In the initial pronouncement on the subject the court took the view that the word "Acme," accompanied by the initials of the trader, indicated source or origin as well as excellence and that the mark was known to the trade as indicating both quality and origin.

## THE RULING OF THE COMMISSIONER OF PATENTS

Now comes the U. S. Commissioner of Patents, and in finally disposing of the Patent Office end of the controversy, rules as follows: "The evidence adduced in this case does not establish that the word 'Acme' was used only as a grade-mark and not as indicating origin. It is true that the applicant used other marks on grass seed besides 'Acme,' but it does not appear that the word was used only as a grade-mark and has no effect as indicating origin."

One moral that is underscored by the latest outcome in Washington is that of the importance of mustering ample and convincing evidence if it be desired to prove that a mark claimed as a trade-mark is, literally, no more than a grade-mark. Usually, under such circumstances, the question of "trade custom" is involved because the obvious and easy way to establish status as a grade-mark is to offer proof that not merely one or two firms, but the general run of participants in a commercial line, have been wont to make use of a specified type or class of marks and have utilized these as universally accepted keys to grade. It was on such a showing that there was decided, a couple of years ago, a memorable contest between the Denison Manufacturing Company and the Denny Tag Company.

The comment of the Commis-

sioner of Patents that all the mass of evidence piled up in the current dispute in the seed trade failed to convince him that "Acme" served no more ambitious purpose than a gauge of grade, cannot be taken to mean that a contender for trade-mark rights will be given the benefit of the doubt under such circumstances. It is enough that it is conceded that one and the same mark can perform two services. There has been in the past a disposition to lean in the other direction.

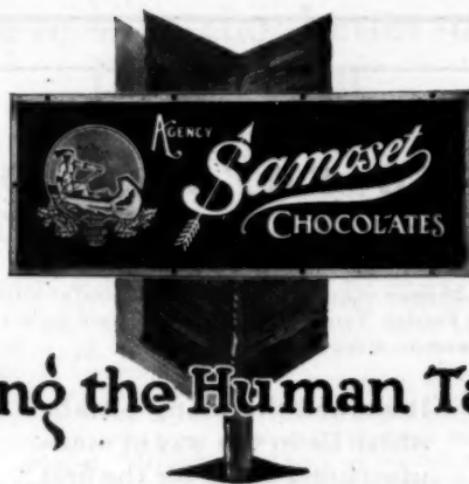
For example, there may be recalled the very different outcome, some dozen years ago, of a dispute at the U. S. Patent Office between the United States Playing Card Company and the C. M. Clark Publishing Company. In this instance, the commodity involved was playing cards, and the Commissioner of Patents, when called upon to decide the appeal, made an examination of the price lists in circulation in trade, and drew therefrom the conclusion that the mark that it was sought to monopolize had been used not in the accepted fashion of a trademark, but as a grade, quality or style-mark. The same stern denial has been made to manufacturers of ticking and sheeting who have besought trade-mark recognition for alphabetical letters employed primarily or originally to indicate grade. In one instance "Imperial" was held to be no better than a grade-name for beer, and during a brush between the Vacuum Oil Company and the Climax Refining Company a Federal court said that the figures "600," indicating the fire test of oil, if associated with letters to denote grade, could not be recognized as the exclusive possession of any trade-mark aspirant.

Because its most notable predecessor was the Denny versus Dennison Tag case and because the present pronouncement is in such sharp contrast to the verdict in the tag case, there will be strong temptation to compare the logic that cost the Dennison company its registrations with the current case. In all candor, though, it cannot be claimed that there is anything contradictory to be

pounced upon. In the tag case it was brought out that not merely the Denny company but half a dozen other firms in the trade were making use of alphabetical letters as grade-marks on tags—some of the same letters, indeed, that had been registered as trademarks by Dennison. Furthermore, in the case of some of the letters that Dennison registered, but later had to vacate, it was insisted that a competing firm had employed the symbols as grade-marks for years before the Dennison company laid claim to them.

The most interesting angle of the tag controversy, and one that is doubly significant as we look back upon it in the light of the recent development, is that wherein the Dennison company staked its fate on exclusive use of the letter "D." It is manifest, of course, that this firm has special reason to desire to reserve "D" to its exclusive use, and accordingly it insisted that not only did it begin the use of "D" when no other firm was using it, but that this initial had come to have general recognition and acceptance in the trade as indicative of tags made by this concern and no other producer.

Not even in the case of "D," however, would the highest court concede that the taint of the grade-mark was so subordinate as to be ignored. And the reasoning employed was interesting, whatever degree of sympathy be accorded it. The judges of the Appeals bench at Washington hinted that the Dennison company might have had a monopoly of "D" had it not used, for equivalent purposes, the other alphabetical letters that lay exposed as grade-marks and nothing more, according to a preponderance of the trade. What sealed the fate of Dennison on "D," however, was that it came out that in conjunction with its various alphabetical marks, nor even excepting the meaningful "D," it invariably used the name "Dennison's." Moral: If you would have a grade-mark do duty also as a trade-mark, be careful not to affix a second mark that may be construed as the real trade-mark.



# Hitting the Human Target

necessitates the use of advertising ammunition of the highest caliber. To make your message "leap to the eye" from among a horde of others, your advertising signs must have beauty and attractiveness above the ordinary. They will have both if they are

# "ING-RICH" PORCELAIN ENAMELED IRON SIGNS

Their beautiful colors of solid, shining porcelain (fused into sheet steel) will give your message extraordinary appeal years after cheap painted or lithographed signs have faded away.

Made in any design or color combination you desire.  
Write for details.

**INGRAM - RICHARDSON MFG. CO.**  
College Hill Beaver Falls, Pa.



Sept. 16, 1920

## THE SATURDAY EVENING POST

In its issue of August 21st, 1920, published an article on Foreign Trade which should be read by every American Manufacturer.

It showed the many pitfalls which lie in the way of manufacturers going for the first time into Foreign Trade. In particular it was pointed out that for success to be attained it was necessary to take into account the racial differences of view and temperament when preparing copy for foreign publications.

For nearly twenty years the J. ROLAND KAY COMPANY has been studying the peculiarities of foreign peoples and has been putting them into effect in advertising campaigns carried on for many of America's most successful manufacturers.

If you wish to get Foreign Trade we can help you—our experience and facilities are unmatched in the field of foreign advertising.

## J. ROLAND KAY CO. INC.

FOUNDED 1904

INTERNATIONAL ADVERTISING AGENTS

Conway Building, CHICAGO

18 East 41st St., NEW YORK

LONDON

PARIS

TOKYO

SYDNEY

## Reversing the Letter of Endorsement

**Recommending a Cigar to a Popular Man Has the Same Selling Effect as His Recommendation**

THE big idea in an endorsement is that you have confidence in the other fellow's judgment. Then, unless you admit that you are either more or less than human, you like to know little intimate facts about the great and near great. If you knew that Harry Lauder used "Gloaming" chewing gum, you might like to try that kind. But if you knew that a great gum manufacturer had selected "Mother Machree" gum because he thought the popular Scotchman would like it, wouldn't you be still more interested?

This inborn inquisitiveness you may call plain human nature, or, if you speak in advertising jargon, you may call it "human interest," and you know it is in back of the never ending power-to-pull that centres in the use of personal testimonials—for whether they be on behalf of a washing machine, or a patent medicine, or a cigar, you like to know what your next-door neighbor has to say.

But advertising training has taught you to look askance upon the worn-out testimonial—with promises that the public no longer take seriously.

Advantage of this human interest from a testimonial slant, in a new way, has been taken by Kraus & Co., Inc., cigar makers, of Baltimore, Md.

Each advertisement, instead of being a "human interest" testimonial, was addressed, in the most personal sort of greeting, to a big man in the town, men whose names could never have been obtained for the usual sort of testimonial, men whose public position and prestige further the cause of the cigar being introduced.

Each advertisement simply announced to the mayor, to a big financial man, one of the well-known lawyers, a local baseball

magnate, or a big business man, that a box of cigars was being sent him. In each case a man with a real personality had been selected, and through him the advertisements reached his coterie of followers, spoke to them in the language that they knew.

### A SURPRISE ALL AROUND

The delightful part was that so far as it appeared on the surface not even permission was obtained—that it was all a huge surprise, but it is giving away no secret to an audience of advertising men to admit that in every instance permission was obtained—a permission made easy when it was explained that the man himself simply appeared as the recipient of a box of cigars—that he in no way had to approve or endorse them.

Among the first was the one to a popular ex-mayor:

"Greetings, ex-Mayor Preston: You made a mighty good mayor, Mr. Preston. We're reminded of that on every hand: fine streets, civic improvements, 31 per cent increase in population. You have a way of 'doing things.'

"But there's another accomplishment of yours we know of—your ability to judge a cigar in the first few, thoughtful puffs.

"So we're sending you, with our compliments, a box of Flor de Moss. We won't say much about them—we'll let their mellow mildness tell the story.

"Flor de Moss cigars are true Havana—there's the lingering flavor of Cuba's golden sunshine in every puff. Baltimore men are finding that out—we want to make sure you know it, too.

"Let us know how you like them."

For instance, when it came the turn of the baseball manager, one of the most popular sporting men

Sept. 16, 1920

in town, the advertisement, beneath a speaking pen and ink likeness of the man himself, spoke out like this:

"Another Winner, Jack Dunn."

"Boy, how you can pick a winner!"

"Every time Babe Ruth cracks another homer over the right field fence we think of you—you picked him. Eddie Murphy, too,

the umpires a chance to forget their grouch. Don't forget the boy that rubs 'em down.

"We're looking for you to repeat on the pennant, Jack, and we don't doubt you'll repeat on the cigars. Let us know what you think of them."

It was put on the sporting page, of course, along with the other news of the day, and next day when a baseball fan forgot the name of the cigar, he calmly walked into the store and asked for one of those cigars like they sent Jack Dunn. The next time he wanted one, he remembered the name.

When it came the lawyer's turn beneath a smiling picture, with a panama hat slipped to the back of his legal brow, there appeared this atmospheric introduction to legal circles:

"What's the verdict, Mr. Wolf?"

"When the judge says 'dismissed,' when the jury says 'not guilty,' when the state's attorney says 'stet,' whenever the famous Harry Wolf smile starts beaming in all its serenity, that's when a Flor de Moss cigar makes a fitting companion.

"For Flor de Moss is as consistently mild and mellow as a headquarters reporter is consistently good-natured; as delightfully redolent as a 'Fifth Ward' banquet is delightfully 'wet' and as pleasantly flavored as a Democratic convention is pleasantly exciting.

"To-day you'll receive a box of Flor de Moss—a treat from us. Smoke them when the clerk says 'Court's adjourned until tomorrow morning at 10 o'clock.' The judge likes a good cigar, too; don't forget him. And State's Attorney 'Bobbie' Leach would rather smoke than make a speech—save him a few.

"We've got a 'winning case,' so we ask you to sit as 'judge and jury.' What's the verdict?"

And so on down the line, including the President of the electric railway, the automobile commissioner for the State, and men of equal calibre, with none of the

**Good Evening  
—Mr. Loden**

*If a cigar, Dunnie—but a pleasant one, we hope. We know you're "there" when it comes to smoking. And we know you're "there" when it comes to the Flor de Moss.*

*They're in our—cigarettes.*

*Smile them yourself—and drop out to your烟店—give one to the Mayor, if you like.*

*But, believe us, while you may be popular now, you may not be popular next week, and that's where the Flor de Moss comes in. If you want to be popular, it's to be popular.*

*For the Flor de Moss is made from real Cuban tobacco, and from Cuban tobacco. That's why it's so smooth and delicious. You're already smoking a lot with the men who count in business, politics, and pleasure. Give them—give yourself—Flor de Moss.*

**MANUFACTURED BY  
KRAUS & CO., INC.  
Makers of the Famous INDIAN CHIEF**

**DISTRIBUTED BY  
W.H. DEICHES & CO., INC.  
50 South Hanover Street, Baltimore**

# FLOR de MOSS

LOCAL CELEBRITIES GET BOXES OF CIGARS  
AND BECOME THE SUBJECT OF ADVERTISING  
COPY

of the old Athletics. And Fritz Maisel and Ernie Shore.

"Here's your chance to pick another winner, Dunnie—the Flor de Moss cigar. We're sending you a box to-day—on the house, of course.

"The mellow sweetness of Flor de Moss is as joy-bringing as a rally in the lucky seventh. And it brings a smile as broad as when Jack Bentley stabs a hot one over first. There's the fragrance of fine Havana in Flor de Moss, the flavor of Cuban sunshine in every puff.

"Slip a few to the boys. Give

## *Announcement*

THE Geiger-Jones Company, at present and for many years owners of Today's Housewife, announce the purchase of the controlling interest of The Arthur H. Crist Company, a printing and publishing institution located at Cooperstown, N. Y. This gives Today's Housewife as a permanent home one of the most complete printing plants in the East—containing modern fast black and white and color magazine presses; job presses; binding machines; batteries of linotypes and monotypes and all necessary equipment.

This equipment and the organization behind it is capable of printing, binding and mailing every month two and a half million magazines of as large as 800 lines to the page, in addition to job work, etc. It is housed in a modern concrete, fireproof building containing more than forty thousand feet of floor space.

The land, buildings and physical equipment at Cooperstown have been recently appraised by the Coats & Burchard Company, of New York, in excess of seven hundred thousand dollars. In addition to Today's Housewife, twenty-three magazines are now being printed under contract by The Arthur H. Crist Company.

H. M. GEIGER, *President*  
THE GEIGER-JONES CO.

G. A. McCLELLAN, *President*  
THE GEIGER-CRIST CO. THE ARTHUR H. CRIST CO.



# LORENZEN & THOMPSON, INC. PUBLISHERS' REPRESENTATIVES

Announce the opening of their offices in Chicago and New York with an experienced staff of BUSINESS GETTERS covering the national advertising field for a limited number of daily newspapers.

This organization offers to newspapers of standing a *thorough, complete, intelligent and efficient representation.*

A. F. LORENZEN, Pres. M. R. THOMPSON, V. P.  
H. G. SCHRYVER, Secy.

WESTERN OFFICE  
419 Marquette Building, Chicago  
TEL. CENTRAL 4292

A. F. LORENZEN H. G. SCHRYVER  
C. G. SHANNON

EASTERN OFFICE  
19 West 44th Street, New York City  
TEL. VANDERBILT 7612  
M. R. THOMPSON J. L. SYTHOFF  
E. J. CULLEN

usual movie actor and actresses or grandmothers and fathers of the usual testimonial fame to detract from the dignity of the campaign and of the cigar in back of it.

The cigars have been presented gracefully, in every instance, to a favorite public man, and because the rest of mankind is just naturally interested in the other fellow, they read the advertisements so addressed—with the hope of finding out just what kind of man he is.

And it naturally follows that when it's cigar time the man on the street remembers that the mayor or the judge of the superior court or some other "big bug" he admires is trying a Flor de Moss and he decides to try one, too. It's all simply a novel application of the old time "human interest."

### Three New Accounts for Sherman & Bryan

The Rico Milk Products Company, East Troy, Wis., and Brooklyn, N. Y., manufacturer of "Super-Cream," has put its account with Sherman & Bryan, Inc., New York. A newspaper advertising campaign throughout the country will be undertaken.

Other new accounts with this agency are W. K. Jahn Company, Brooklyn, importers of confectioners' and bakers' specialties. An advertising campaign in trade papers will be conducted for this account.

Bessie Damsey, New York, negligees and silk underwear. Trade paper and consumer publications will be used for this account.

### Dippy & Aitkin Now Aitkin-Kynett Co.

A. King Aitkin and H. H. Kynett have purchased the interest of Robert H. Dippy in the Dippy & Aitkin advertising agency, Philadelphia.

The agency business will be continued at Philadelphia and, with the exception of Mr. Dippy, the same personnel, under the style of the Aitkin-Kynett Co.

### Cudahy Oleomargarine Being Advertised

New advertising in behalf of oleomargarine, manufactured by the Cudahy Packing Company, is being placed in newspapers generally. This account has recently been secured by the J. A. Snyder Company, of Chicago.

## In Detroit The News Fully Covers the Field

**D**ETROIT has one and only one medium that thoroughly covers the field—**The News**. Having more city circulation week days than the number of English speaking homes in Detroit, **The News** offers the national advertiser an opportunity but rarely encountered—the opportunity of covering thoroughly a city of more than a million inhabitants with one newspaper at one rate.

*Largest Week Day and Sunday Circulation in Michigan*

*85% More City Circulation Week Days Than Nearest Competitor*

*74% More City Circulation Sunday Than Only Sunday Competitor*



# Year-Round Advertising for Athletic Underwear

Topkis Brothers Company Starts Campaign Partially as a Result of Suggestion in PRINTERS' INK

By Arthur Joyce

THEY were seated in the advertising conference room. Before them was spread a layout of merchandising charts. The subject under discussion was athletic underwear. An investigation had just been completed, covering ten of the principal cities in the United States.

Representatives of the advertising agency in these cities had been asked to station themselves in front of prominent hotels, office buildings and railroad stations; "scatter" themselves along the crowded streets and ask as many men as they could this question: "What kind of underwear do you wear in winter?"

The object was to find out how many men wore athletic union suits all the year 'round.

From the answers obtained from several thousand persons, including jobbers and retail dealers in undergarments, it was apparent that a big percentage of men had relegated the old-fashioned "heavies" to the discard, along with the "Saturday night bath," the mustache-cup and the shaving mug, and were wearing twelve months in the year sleeveless, short-legged, athletic underwear.

Results of the investigation, now mapped out on charts over which the copy writers and merchandising men were deliberating, convinced the advertising agency that it was on the right track when, several months previously, it had recommended to a client the importance of an all-year campaign on athletic underwear for men.

And in the midst of the deliberations there came into the conference room an accounts manager associated with the agency. He carried a copy of PRINTERS' INK for March 11, 1920.

"Here's exactly what you've all been hoping to see," the accounts manager remarked. "Read this"—and he handed the publication to the head of the merchandising department with page 145 turned down.

The story explained that heavy underwear isn't needed by the average man who is employed in an office, factory or store, because "those places are heated so that with light underwear a man is warm enough."

The conferees were not surprised at the radical statements made in the story, but rather that there should come added confirmation of their belief that there's a year-round market for athletic underwear which could be developed remarkably through persistent twelve-months-in-the-year advertising.

The agency heads took the material that had been gathered by investigators to the office of the Topkis Brothers Company, Wilmington, Delaware. And on the strength of the investigation results there was mapped out an advertising campaign for Topkis athletic underwear.

Expressions from the trade indicate clearly that the union suit enjoys greater sales than separate garments. Union suits are considered more convenient, less expensive and are preferred by the trade because of the insurance against "broken stock."

Virtually every retailer interviewed during the investigation carried athletic underwear in stock during the winter months. The percentage of men who purchase athletic underwear during the cold weather months, they agreed, ranged from 3 to 90 per cent, according to local conditions apparent in the cities where the inquiry was conducted.

# The Buying Power of Insurance Companies

With assets running into billions, with branch offices and agencies in every town in the country, has it ever occurred to you what a BIG job confronts the financial and supply departments of the big insurance companies? Trainloads of paper are consumed annually. Tons of paper clips! Rivers of ink! Forests of pencils!

The records of millions of policies must be kept. Files must be supplied for them. Type-writers, Adding Machines, Calculators, Mailing Machines, must be purchased,—not in small lots, —but in huge quantities.

The assets of the companies must themselves be invested in highest grade securities. Banks must be employed to handle the large sums disbursed annually for payments to policyholders.

**DO YOU SELL OFFICE EQUIPMENT?**

**DO YOU SELL FURNITURE?**

**DO YOU SELL BONDS?**

or

**BANKING SERVICE?**

**TALK TO INSURANCE MEN THROUGH**

**The Weekly Underwriter**

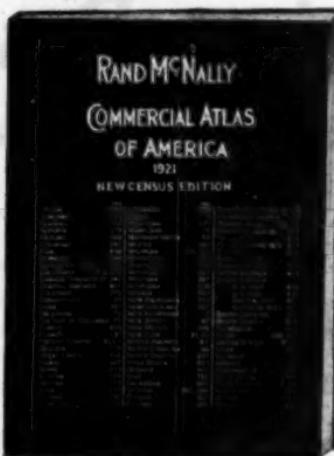
*Established 1859*

**EIGHTY MAIDEN LANE**

**NEW YORK, N. Y.**

# Every Advertising Man Should Have This Atlas

*The Standard  
Authority Since  
1876*



*Used in all  
departments of the  
U. S. Government*

**1921 New Census Edition**

## RAND MCNALLY COMMERCIAL ATLAS OF AMERICA

The RAND MCNALLY Commercial Atlas of America is honestly revised each year. More than 70,000 changes are made annually in the maps and indexes! Every page is put under the microscope and every change is carefully checked.

The revisions for the 1921 edition are particularly noteworthy because they embrace all of the changes revealed in the latest Federal Census. We believe it is obvious that your old atlas, dependable as it was, cannot be entirely relied upon now.

Every sales manager and advertising man should place his order now for

this new atlas. Only so many will be printed. Once they are gone it will be impossible to purchase this Atlas — anywhere!

The RAND MCNALLY Commercial Atlas of America shows every detail of commercial value on the American continent. 540 pages. 250 pages of index, listing nearly 200,000 cities and towns. Nearly 300 maps in all. 96 double-page maps, size 21 x 28 inches, showing: Counties, Congressional Townships, Cities, Towns, Villages, Railroads, Electric Lines, Steamship Routes, Canals, Rivers, Lakes, Mountains, etc.

**Save \$5.00 by ordering now**

The price of the 1921 New Census Edition of the RAND MCNALLY Commercial Atlas of America will be \$35 net. Orders will be accepted prior to December 31, 1920, at the pre-publication price of \$30 net, transportation prepaid. **SOLD DIRECT ONLY.**

## RAND MCNALLY & COMPANY Map Headquarters

536 S. CLARK ST., CHICAGO

42 E. 22ND ST., NEW YORK

**Write for large Commercial Atlas Circular with sample map**

Although it was found that a majority of the several thousand men interviewed have not yet been "educated" to wear athletic underwear during winter months, the investigation showed that a large percentage of them have been in the habit of wearing lightweight,

months. Figures obtained during the canvass disclosed that the percentage of men interviewed who admitted wearing athletic underwear the year round was 33.4.

The trade furnished concrete reasons why so many men wear athletic underwear in winter. The principal reasons were benefit to health; greater comfort to men who work indoors; more economical than heavy underwear, and the matter of labor-saving in laundering.

Not only in athletic underwear, but also in other lines of manufacture, is the tendency growing in favor of year-round advertising. National advertising, twelve months in the year, for example, educated consumers to eat Campbell's Soups in warm weather as well as in the cold months.

It created also a steady market for pancake flour, heretofore considered a seasonal proposition.

Sale of walnuts, prior to continuous national advertising of the Walnut Growers' Association, was confined largely to the holiday periods during winter months. Now the distribution is over a twelve-month period.

An electric home refrigerating device, which many persons might construe to be entirely a hot-weather proposition, is advertised all through the year and is sold in the winter months as well as during the summer.

Again, take oatmeal. Not so many years ago it was considered a strictly winter breakfast food. Now it's a continuous seller, advertised twelve months each year.

All of which indicates that the seasonal limitations in the matter of advertising so-called seasonal products have been successfully overcome and that the big tendency is toward all-year-round advertising for every product the use of which is not confined strictly to certain months of the year.

The points to be stressed in Topkis advertising will be the quality of the nainsook fabric, plus its healthful comfort and convenience and its economy, to men who wear it through the four seasons.



HERE'S a health tip for go-ahead men! Keep on wearing TOPKIS' Athletic Union Suits right through the Fall! Thousands of men have profited from your "round wear" of athletic underwear. They've found it keeps them fit—on their toes!

Why don't you follow suit—and with a TOPKIS? There's real comfort in a TOPKIS. You'll find no reason for giving freedom in action—wear in regular suits, and it keeps on fitting—because made of nainsook that is all-year-round!

Look for the TOPKIS red diamond or hexagonal shape. It's the sign of unusual value in athletic underwear and a sensible customer—*all-year-round!*

TOPKIS is also made in two-piece suits.

**TOPKIS BROTHERS COMPANY**  
Wilmington, Delaware

General Sales Office: 100 Broadway, New York City

Also Makers of Women's, Children's and Boys' Underwear

**TOPKIS**  
Athletic  
Underwear

ONE OF THE SERIES FEATURING LIGHT-WEIGHT UNDERWEAR FOR WINTER

full-length, cotton-ribbed goods which, years ago, was considered to be in the summer underwear class. Only a small percentage of the men, it was learned, continue to wear really heavy winter underwear during the cold weather

# Makers of "Stouts" Band Together for Better Retailing

Advertise to the Trade and Show Dealers How to Make Robust Woman-kind Feel at Home in the Store

By E. McKenna

THE brother of the American Woman, whether a business man or one who merely looks on, will, it is assumed, be pleased to learn that the "old fat woman" has been abolished. Her inglorious place has been taken by an increasing number of women who are "large."

Of course, the sociologist has known for a long time that the stature of the American Woman is increasing—and her bulk also, if that podgy word bulk can be admitted as descriptive of woman in the highly sensitized masculine mind. The scientist can easily prove this assertion. He has learned the truth of it by a close and exacting study of woman "in the herd," to use one of his own illuminating phrases.

These learned men have our entire respect, and sometimes they even get so far as to evoke our interest, but they can't hope to incite our imagination to the same warmth as the man who measures the American Woman for her corset. So it is that from the manufacturer we receive knowledge we are readier to absorb, and acknowledge that for the woman herself is far more consoling than any derived from the classroom or lecture-hall.

The manufacturer of women's wear has discovered that 37 per cent of our sisters are "large"—that is to say, above the average woman, who in his language is spoken of as "the perfect 36."

The discovery that 37 per cent of American women are above this average has led to the incorporation of a group of firms making women's wear and representing each division of her apparel from hats to underwear.

The Associated Stylish Stout Wear Makers are incorporated to appeal directly and positively to this 37 per cent.

A representative of the Associated Stylish Stout Wear Makers explains the idea and the evolution thereof that lies at the base of their organization. In the days when the "old fat woman" held her inglorious place, garments for her were a mere afterthought, and as a result she was seldom well dressed. They were made by grading up from the smaller sizes based on the standard 36. Any storekeeper might find something that would with a little letting out here and there fit her—well, not exactly fit, but that wouldn't look so badly. But no garment was made for her, as a class, unless we include maternity gowns. Hence she was the black swan in Dame Fashion's brood, and naturally at enmity with "the perfect 36."

## FORESAW A NEW RACE OF WOMEN

That was in the old days. Now, the woman above the average no longer drifts around the muddy edge of fashion. She has a standard of her own, and this is how it came about: The special gods that have as their care the beauty of our women drew into the business of dressmaking one I. Heller. He was an idealist, to whom one day a joyous generation of "Stylish Stouts" will raise an appropriate monument. Mr. Heller saw, after seven years of measuring and pondering on the results, that all those sweeping forces we call nature were evolving a new type of large woman—not a woman who had grown fat, but a new physical type. She was a typical product of new economic environment, successful in many fields of business, in professional paths and in social life. The blending of new races was producing her and the physical education of the schools was co-operating for her perfection. She was not the

# Dependable Statistics and Mailing Lists covering Automobiles and Motor Trucks

Mailing lists and statistics must be correctly and carefully compiled or they represent a liability rather than an asset.

We have fifteen years of experience back of our lists—fifteen years of conscientious service and honesty of purpose—that guarantee the most accurate information that it is possible to compile from the official state records.

We have an organization of four hundred people—each one ready to help you solve your problem of Dealer Service.

*Our data on automobiles and motor trucks covers every county in the United States. We have a valuable booklet on motor car statistics, mailing lists, addressing and direct advertising which is mailed free upon request.*

## MOTOR LIST COMPANY

**MARTIN TUTTLE, Proprietor**

**409 Grand Ave.**

**Des Moines, Iowa**

Chas. G. Tobin, Mgr.  
636 Huron Road  
Cleveland, Ohio

Edw. G. Pratt, Jr., Mgr.  
26 Trent Place  
Newark, N. J.

Chas. G. Tobin, Mgr.  
310 Marquette Bldg.  
Detroit, Mich.

Charles Paist, Jr., Mgr.  
927 Arch Street  
Philadelphia, Pa.

Sept. 16, 1920

# Announcing

## A Chicago Morning Newspaper for Business Men

The initial issue of the Journal of Commerce will be published in Chicago, Monday morning, October 11. This newspaper will appear each week day morning.

It will be a complete newspaper of twelve to sixteen pages specializing in financial, commercial, and industrial news, giving for the first time a full and complete daily digest of all the business news of the middle west as well as brief summaries and statistics of commodity and security markets in all parts of the world.

This newspaper will be similar to the Journal of Commerce, published successfully for many years in San Francisco and the two papers will be under the same management.

The new publication is particularly commended to you for full and accurate news of the grain and live stock business and of the markets and industries peculiar to Chicago. It will afford a news service essential to the affairs of the Eastern business man.

*This news service will have many divisions, among which are:*

| Stocks             | Bonds             | Grain           | Live Stock       |
|--------------------|-------------------|-----------------|------------------|
| Real Estate        | Insurance         | Money           | Foreign Exchange |
| Railroads          | Automobiles       | Weather Reports | Fruit            |
| Theatres           | Golf              | Shipping        | Cargo Manifests  |
| Cotton             | Steel and Iron    | Dairy Products  | Silver           |
| Produce            | Building Material | Provisions      | Sugar            |
| Dry Goods          | Meats             | Drugs           | Canned Goods     |
| Lumber             | Chemicals         | Groceries       | Wool             |
| Coffee             | Dyes              | Copper          | Poultry          |
| Painter's Supplies | Tea               | Oils            | Coal             |
| Tropical Products  | Lead              | Cocoa           | Naval Supplies   |
| Seeds              | Hemp              | Cordage         | Cottonseed       |
| Leather            | Nuts              | Flaxseed        | Spices           |

*The subscription price is \$12 a year—\$1 a month. Subscribe now and maintain a complete file of this western business information.*

**ANDREW M. LAWRENCE**  
Editor and Publisher

**GLENN GRISWOLD**  
Business Manager

## The Journal of Commerce

108 South La Salle Street, Chicago

bundly person who stayed in her kitchen, or within the four walls of her home, but a woman who could row and ride and swim and dance, and moreover, a woman with a large mentality reflecting her physical appearance.

Beside the magnificence of stature of their new large woman, manufacturers placed in their mind's eye the sartorial ideal of the old average woman, "the perfect 36," and the standard to which all garment makers, by custom and convention, had been working.

"By Sartorius," let us imagine them saying, "this is an outrage. The '36' cannot be used as the basis for the construction of garments for this woman. She is in evidence in all walks of active life. Moreover—and this is important—she has exacting requirements, due to her position. This woman should have a standard for herself. Why not? She represents 37 per cent of the womanhood of the land."

Let no one uninitiated in the mysteries of woman's dress imagine "the perfect 46" is merely "the perfect 36" expanded or inflated, for the types are quite distinct, as different as the Latin and Scandinavian. And the complete requirements of this new modern type make it necessary for the new standard to reflect, not only symmetrical outline of figure, but harmony with the changing requirements of fashion.

But when this new standard for the large woman was created there was the problem of marketing to be overcome.

The merchandising of the "perfect 46" and those subtle gradations that arise from it and cover the grades in size from 40 to 52, was achieved when a group of manufacturers in no way associated or connected with each other and each making a different line of goods, were induced to use a group trade-mark—The Sveltline System. That was the first step. It required winning over to the idea a first-class manufacturer in each line of woman's apparel—first an underwear maker, then a corset maker, a blouse maker, a

# QUALITY YOU WANT IT

FRED R. DAPPRICH ADVERTISING  
AGENCY,

RICHMOND, VIRGINIA.

STANDARD RATE & DATA SERVICE,  
DETROIT, MICHIGAN.

Gentlemen:—

In handing you our renewal for another year of your Data Service we cannot help but express our enthusiasm over the **QUALITY** and **ACCURACY** of this Service and acknowledge the value to the advertising agent which it represents.

We have had occasion to **COMPARE** it with **EVERYTHING ELSE** in its line and consider it to be the **ONE SERVICE** that is pretty **CLOSE TO ONE HUNDRED PER CENT IN EVERY WAY.**

Wishing you all kinds of success, I am,

Yours very cordially,

(Signed) FRED R. DAPPRICH.

EVERY issue contains detailed rates, mechanical requirements and minute circulation analysis on—

- DAILY NEWSPAPERS
- GENERAL MAGAZINES
- WOMEN'S MAGAZINES
- AGRICULTURAL PAPERS
- TRADE, CLASS & TECHNICAL PERIODICALS

*No confusing reference marks or abbreviated information. Easy to read or carry around. Dependable data revised to the minute.*

There is no obligation in asking us to send you a copy of the current issue on ten days' approval. Write today while it's fresh in your mind.

**Standard Rate & Data Service**  
*The National Authority*

154 West Fort Street, Detroit, Mich.

Any Advertising Agency  
References      National Advertiser  
Publisher or Publishers' Representative

Oldest—most reliable monthly rate service

**Insist on the "STANDARD"**

It Is

**The National Authority**

## Can You Write Interestingly to Hardware Dealers?

I AM ready to buy material for GOOD HARDWARE from men who can write short, pointed articles on subjects of interest to hardware dealers. GOOD HARDWARE is a lively monthly magazine that reaches every hardware dealer and every hardware jobber in the United States, Canada and Alaska.

Hardware dealers won't read long-winded treatises on the psychology of salesmanship nor rambling dissertations on the theory of anything. They will read about unique hardware stores, about successful plans for increasing business, about the methods that have put the leaders in the business at the top of the heap. The range of subjects is unlimited so long as the articles are brief and loaded with interest.

Articles will be paid for promptly on acceptance.

BEN GREELY, *Editor.*

**GOOD HARDWARE**

Butterick Building  
NEW YORK

skirt maker, a dressmaker, and a suit maker, each of which had manufactured a specialty in his own line for the stout woman.

When this was consummated and the Associated Stylish Stout Wear Makers incorporated, the production side of the scheme was complete—a piece of co-operative enterprise unique in the history of manufacturing. Each had his own customers among the retail trade. But it was found that no single individual in the group could make the advertising of his special garment, could create that harmony of environment in a store that made the large woman feel she had a place there. She was appealed to in a negative sense. If she wanted a corset she could get one, or a hat or negligee. But what the large woman wants is not a corset, or negligee; she wants to be well dressed—as well dressed, at least, as her smaller-sized sister. She wanted that harmony of apparel that no single piece, were it ever so well designed and made, could give her.

ALL THE MANUFACTURERS FEATURE  
TRADE-MARK

The advertising of the Associated Stylish Stout Wear Makers was therefore planned for ensemble effect to give a picture of all the things needed for the total effect, and to create in the mind of the retailer sentiment in behalf of the large woman and to assist him in understanding this principle of making the large woman feel at home in his store.

To this end advertisements for the trade papers carry every item for the large woman's complete expression in dress in one piece of copy. They suggest by their very make-up the need of a Stout Wear Department, and the fact that each manufacturer in the Associated group carries the Sveltline trade-mark, gives the idea of uniformity of quality in each item.

That the psychology of this form of advertising carries through to the retailer seems proved by the assertion of a representative of the Associated Stylish Stout Wear Makers corporation that they are no longer advertising for sales only, but to create

# Mailing a Mat

Is so much easier than mailing an electro, and the ease is more appreciated as the number mailed increases. This feature combined with the fact that they are cheaper than electros, and are prepared in quicker time, will make you conclude that you should be using them.

*Of course when you think of mats, it's*

## O'FLAHERTY'S PEERLESS MATS

*Made by O'FLAHERTY*  
**225 West 39th St. New York.**



# What Is Rotary?

Rotary is that Spirit, which, entering into men, creates a desire for self-improvement, elevating his thoughts, purifying his purposes, ennobling him with the inspiration of Service above Self. It is propagated by local clubs, federated into an International Association under the motto, "He profits most who serves best."

Do you want to do business with the type of men who compose this organization? There are 55,000 of them—you can reach them by advertising in

# THE ROTARIAN

The Magazine of Service

Member Audit Bureau of Circulations

Eastern Representative  
Wells W. Constantine

7 West 16th St., New York

CHICAGO

Great Britain

Thos. Stephenson

6 So. Charlotte St.

Edinburgh, Scotland

Advertising Manager

Frank R. Jennings

910 So. Michigan Blvd., Chicago

Subscription price: \$1.50 in U. S. A. and Cuba; \$1.75 in Canada; \$2.00 in all other countries.

Published Monthly by the International Association of Rotary Clubs

# IT'S FOR MAILING YOUR

Samples  
Special Parts  
Premiums  
Catalogs

Advertising  
Novelties  
Extra Parts  
Books

## GRIPLOX PARCEL POST CASES

**SAVE COSTLY WRAPPING MATERIAL, TIME,  
EFFORT AND MONEY**

Just drop in product to be sent, close the Griplox—takes but a fraction of a minute—and package is securely fastened and ready to mail. No time wasted in handling paper, string, glue and tape. Permits shipping clerk to turn out more work per day and saves cost of wrapping material.

### **MOST IMPORTANT—**

**Griplox P. P. Cases Insure Safe Delivery of Your Mailable Products. Write Now for Samples.**

Made only by

**CHICAGO CARTON COMPANY**  
Chicago.

# A SALESMANAGER

who can also handle advertising successfully wants a place with a firm who measures ability by results obtained.

Past record and references submitted on request.

Address "C. M." Box 70, Care of Printers' Ink

"sentiment in favor of the retailer's proper attitude toward the large woman."

To back up the advertising a joint representative is sent on the road, not to sell goods, but to teach the retailer how to make the large woman in his town feel at home in his establishment. Some retailers reported that they had set up a special department for the large woman, but nevertheless she couldn't be induced to enjoy herself in it, in the manner of smaller women.

The joint representative visited one of these stores in a mid-Western town. She found the goods well displayed at the right price and many material comforts for the reception of purchasers. It was early in the morning when she arrived, and, after making a survey of the place and finding nothing amiss, she sat down in an inconspicuous place to await developments.

A large and affluent blond woman entered and looked around with a smile of pleasure. She was met by a saleswoman, affable enough, but weighing about 95 pounds and measuring about five feet and half an inch, who looked her over with dark and appraising eyes. The incongruity accentuated in the prospective customer's mind her own unusual bulk. The smile left her face. She fingered a few pieces of goods and went out without a purchase. She could not feel at home there.

The representative called the proprietor and advised him to employ the largest saleswoman in town. He saw the point, took the advice, and to-day a perfect Juno of a saleswoman rules the best-paying department in his store.

In this case the selling apparently could not have been made successful by reliance on the copy alone. The copy required backing up of a peculiar nature the association was fortunate enough to find in their personal representative.

---

The McCutcheon - Gerson Service, Chicago, advertising agency, has established a New York office in charge of William J. MacInnes.



## Character

**JASON ROGER says**  
*(and he knows):*

"When an advertiser or agent is considering a newspaper as a vehicle through which to impress the people, he must not deal with only quantity of circulation nor that nebulous thing called quality, nor even both, without taking into account that priceless feature—

**CHARACTER.**"

On this basis, especially for the advertising of high-class goods and service to Britons at home and abroad there is

**No Substitute**  
for  
**"PUNCH"**

which is perhaps the most outstanding publication of

**Character**

ROY V. SOMERVILLE  
Advertisement Manager, "Punch"  
10 Bouverie Street  
London, Eng.



# PERSONNEL INKLINGS

A Magazine for Executives

During the past few months we have received numerous requests for our bulletin. We have purposely limited the distribution of this bulletin to our clients and a few selected concerns of national standing. Now, however, we are extending the scope of the bulletin, and with the November issue PERSONNEL INKLINGS will appear as a full-fledged magazine, dealing exclusively with the many varied problems of personnel and employment—the only publication of its kind.

**PERSONNEL INKLINGS** will be published monthly and will have as contributors the leading authorities in its field.

**\$4.00 per year 35c per copy**

**PERSONNEL INKLINGS  
INC.**

**340 Madison Avenue  
New York City**

## The Mail-Order Catalogue and a Market Decline

Sears, Roebuck & Co. publish their large general catalogue twice a year. When prices begin to fall, so that a catalogue quotation which represents a close margin of profit and a "good buy" for the customer as the catalogue is printed gets out of line in a few weeks, what is the big mail-order house going to do? Will it be helpless before the general situation, letting the general catalogue price hold for six months and in taking a larger than customary profit losing much patronage? If not, how will it put lower prices into effect?

A condition of falling prices in many lines actually is here, as a circular sent out by Sears, Roebuck & Co. with their September supplement indicates. Already hundreds of quotations in the fall catalogue are out of date, because too high. Gratifying news to customers must be this circular headed, "Many Prices Reduced Since Our Fall General Catalogue Was First Published."

This circular lists some 200 new lower prices, made not as bargains, but simply to reflect market declines. It states that these are "only a few of the reductions made." The lines affected include cotton staples, furs, shirts, sweaters, blankets, shoes, kitchen articles, soap, overalls, silks, furniture, bicycles.

## Making a Busy Corner Tell Your Story

What relation has the appearance of Fifth Avenue and Forty-second Street, New York, "America's Busiest Corner," to a machine tool company? The Bullard Machine Tool Co., says that it is a very close relationship, one that is not only responsible for the automobiles that are there present, but also for certain outdoor advertising.

In a double-page trade paper advertisement it tells its story chiefly by two pictures of Fifth Avenue and Forty-second; one a picture of these streets thronged with vehicles and people; in the other all the vehicles have disappeared and Fifth Avenue seems to have been cleared for some parade.

For the picture of the vehicle-laden streets the advertisement says:

"Hour after hour the great flood of traffic pours by. Not a man in a thousand gives a thought to the shops, the men or the machine that makes this daily scene possible."

For the second picture, in which "every item related to Bullardized Production is removed," the justification for the removal is given in these words:

"Practically every motor fly-wheel of every motor truck and automobile made in America, and many other parts of motor trucks, automobiles, trolley cars, as well as moulds for rubber tires are produced in quantity and variety on the Bullard Vertical Turret Lathe, the Maxi-Mill or the Multi-Auto-Matic."



Honest Merchandise  
 Truthfully Advertised

An advertising agency which is rendering the kind of service that the most successful sales and advertising managers can fully approve.

You will be relieved to know that you can obtain competent co-operation without ostentation. Our best friends are the advertisers we are serving.

**ROY B. SIMPSON, President**  
 915 Olive St.  
**SAINT LOUIS**

## **PRINTING — *fit for its* — PURPOSE**

**T**O-DAY merchandisers know the value of the package as a sales force. Its effect is strongest at the most important time—when the buyer is actually making the purchase. Idea and design are given 100 per cent. opportunity with PROPER PRINTING



**Wm F. FELL CO.**  
 PHILADELPHIA



RIGHT BELIEF  
 RIGHT KNOWLEDGE  
 RIGHT CONDUCT

Sept. 16, 1920

# 13,206 Savings Accounts for a City of 18,293 People —That's Janesville, Wis.

Janesville, Wisconsin, census figures show a population of 18,293, an increase of 31.6%. Out of that population there are 13,206 savings accounts in the five banks of Janesville. This is an interesting statement because it has a very essential bearing on the purchasing power—quality of the citizens—and the general desirability of Janesville as a ground for the introduction of goods or increasing the sale of goods already in the Janesville market.

It is claimed that Janesville has the highest per capita bank deposits of any city in the state. The total bank deposits are \$10,004,821, which means that for every man, woman and child there are \$547.09 in the vaults of the banks. The average savings deposit is \$295.12. The same ratio of wealth is true of the balance of the Gazette territory.

The Janesville Daily Gazette is distributing over nine thousand copies daily; has a Service Department ready to co-operate with its advertisers, working in harmony to the end that goods advertised may move through the dealers' hands and out to the public with a minimum of resistance.

Goods advertised in the Gazette are given the use of our prominent display window at the time the campaign is on. Dealers are assisted when desired with window trims while the campaign is on.

Have you included Janesville, the fast growing city, now twenty thousand estimated population, in your Fall campaign?

## Janesville Daily Gazette JANESVILLE, WISCONSIN

M. C. WATSON,  
286 Fifth Ave.,  
New York City

A. W. ALLEN  
1336 Peoples Gas Bldg.,  
Chicago, Ill.

# The Eastman School of Professional Photography

Cements Relations with Customers and Learns of Possible Ways to Improve Product

By S. C. Lambert

THE ideal customer—the sort of person who never could be a nuisance—was, up until a few years ago, the man who would buy without question whatever you told him to buy. And later and in due season pay for it. The intelligent sort of buyer who always wanted something a little better than you had to sell or an improvement here or there was a nuisance who had to be told flatly and positively that he would be esteemed in proportion to his reticence. As a courtesy he might be informed that the company had years before considered a suggestion much like his and had decided that it was not practical. It was expected that the meddling buyer would understand without further question that when the company really decided anything, then that thing was decided in no mean way.

To-day only the companies that are traveling on momentum like the customer who takes hook, line and sinker the moment they hit the water. The best type of modern manager wants as many as possible of the "crank" customers—of the people who, by asking for something that he has not, may give a suggestion as to something that he ought to have. And the problem is to get people to make suggestions, and thus to keep the concern from driveling along in a rut.

There is another and still more forehanded way of looking at this subject. A manufacturing company that does not want to be known simply as a member of the "trade," but instead looks to be always a lap or so ahead of the plodding trade, is bound to be ahead of its market unless that market also is thinking. To such a company customers who are al-

ways going ahead, always wanting improvements on what has gone before, are good customers. The market that is satisfied to sell what it has always sold is a dangerous market. For in the effort to remain stationary, it will inevitably go back.

These are essentially the ideas of George Eastman—although I am not at all quoting him. It is in the working out of these ideas that the Eastman Kodak Company created its remarkable School of Professional Photography, which in turn creates a different sort of customer contact from any that I know. This school is not housed in a building in Rochester; it is homeless. It travels the length and breadth of the country, setting up its blackboards for a three-day seminar wherever enough professional photographers exist to make giving the courses worth while. It is not unlike the itinerant disputant scholar of the Middle Ages who traveled from centre to centre adding to the knowledge of each community, but also taking away something new for himself.

The school has been running since 1909, with a recess through the war, and with a steadily increasing success. It did not become popular all at once; it had to prove its way and also to overcome the natural suspicion that perhaps it was only a medicine show after all, and when the interesting talks were over the "spielers" would pass out through the crowd with the infallible remedies all in bottles ready to buy and take home.

## MORE THAN ADVERTISING

It is perfectly easy to comprehend this sort of a school as an advertising venture. Such a

policy would have as a prerequisite that there was a good market to cultivate—that the business of professional photographers was exceedingly lucrative. For this school is only for men and women who make their living out of photography; it is not at all for the amateur. But the whole business of the professionals, although very large, is not to be compared with that of the amateurs. The Eastman company has the amateur business and does not need the professional. Then why the school? Why not instruct the amateurs?

In answering these questions one gets an insight into the qualities of George Eastman, both as a business man and as a student of photography. Years ago when he made the first "dry plate" to supplant the old, awkward "wet plates" and thereby founded his present company, Mr. Eastman sold almost exclusively to professionals. There were hardly any amateurs to sell to.

When later he invented the film and then put it into a camera which he called a Kodak and began the period of "You press the button, we do the rest," his sales were almost exclusively to amateurs. The Kodak brought the amateur photographer into being—that is, the man who wants to record events by photography as opposed to the amateur who is principally concerned with artistic effects. Then Eastman stopped pushing dry plates, and although the business did not become wholly amateur it did take on an amateur slant. The company continued to make dry plates and it made large quantities of Bromide and later of Solio paper. The first paper was used almost exclusively by professionals, while both amateurs and professionals used the latter. But the company was, however inaccurately, known as a concern for amateurs. On the other hand, it was selling just about as much as it could produce. So apparently there was no need for worry.

During all of this time Mr. Eastman himself, aided by expert

investigators, was doing a large amount of research work and was informally founding the present very extensive research department, which is now the largest in the world and costs something like \$300,000 a year to maintain. That department was the most advanced in the world, but it was not in close personal touch with the people who were making photographs for a living.

#### THE BIG FIELD OF PHOTO FINISHING

The average amateur no longer cares to know much about the process of photography. He is content to aim the box and then send the film out for development. The art-loving amateurs, as gathered in camera clubs, form a tiny proportion of those who are taking photographs. The only convenient point of contact with the photographing public is through the professional photographers. Their problems are not very different from those of the amateur, but since their livelihood depends upon their skill they are more keenly interested in the solutions. And their problems are more advanced.

But there is another side. Although a minority of the professionals are students of the art, the great number of them are, as photographers, in a class with the musician who plays only "by ear." Then, too, a very large number, even if developed on the artistic side, are not developed at all on the business side. They do not know how to sell their product, they do not know how to advertise, and rarely do they know what it costs to make a photograph.

As far as the Eastman company was concerned, the professional photographers had ideas and problems which would serve to keep the company's investigating laboratories working along the most fruitful lines, while, on the other hand, the company had a wealth of scientific and business knowledge to disseminate. In the distance was the excellent prospect that if these professionals worked with the company, they would eventually want to buy the

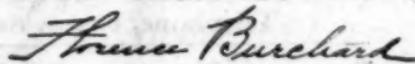
# The Florence Burchard Advertising Agency

15 EAST 40<sup>TH</sup> STREET  
NEW YORK  
TELEPHONE 8394 VANDERBILT

## Now that—

Miss Euphemia Holden, formerly with Butterick and recently with Eaton, Crane & Pike, is a member of this organization I feel that we are doubly equipped to give our clients that close personal attention, conscientious interest and real SERVICE upon which we are building our success.

If you are manufacturing or selling any article which is bought by women—either a necessity or a luxury, you will be interested in discussing your market with us. A message over the telephone or an appointment by mail will bring us to your office, and of course such an interview implies no obligation on your part.



## To New York Advertising Agencies

When Campaign plans are Ready,  
Copy and Art OK,  
The series approved for insertion,  
You start it on its way.

Why lose valuable time by shipping patterns out of town, when the largest, most up-to-date electrotype plant in New York—convenient to your address for personal contact—can manufacture and ship advertising plate orders of any size.

# REILLY

## Electrotype Company

*Two plants for quality and service*

---

Telephone, Fitzroy 840

---

Downtown Plant, 4th and Lafayette Sts.  
Uptown Plant, 209 West 38th St.

products that the company made. That was the elementary situation. It does not differ, excepting in detail, from the relation which many another company has with its customers and which is sometimes advantaged by schools for salesmen. The right sort of a school for salesmen does something more than teach salesmen to sell; its objective is to teach salesmen how to teach customers to buy. The Eastman school goes a step beyond this. It aims not merely to teach its customers, but to teach anyone in the profession how to do better work and make more money, and then it takes for granted that it will have its share of the resulting harvest.

The school keeps for three days, and the first two days it opens at nine in the morning and continues until half-past nine in the evening, with an hour for luncheon. There are no luncheons, dinners, excursions or golf matches connected with it. It is not designed to provide amusement and there are no talks of what might be called an "inspirational" character. Those who attend come as students. A man who had been reared in a community where the fork is considered exclusively as an instrument for keeping things on the table during dissection and the knife as a real conveyor might, as far as the school itself is concerned, attend any number of sessions without ever realizing that his youth had been misspent. He can even attend a summer session without a Palm Beach suit and lavender tie!

#### THE THREE-DAY PROGRAMME

Three days has been found to be the practical limit of time that a professional man can spend away from his business, and thus an intense rather than a leisurely programme has been adopted. The men who do the teaching are from the Eastman laboratories, so that there can be no possibility of developing a group long on theory and short on the practical application of theory. They are all men who have practiced as professional photographers, have specialized in

# GAINS!!

*Richmond, Va.*

**$34\frac{1}{2}\%$**

but

*The News Leader*

**$258\%$**

*Richmond's population increase*

**$34\frac{1}{2}\%$**

*The News Leader's circulation increase*

**$258\% !!$**

*In 1910*

**1 paper for  
2 houses**

*In 1920*

**A paper for  
every house  
and**

**4872 papers  
over—!!**

KELLY-SMITH CO.  
47 West 34th St., New York City

KELLY-SMITH CO.  
Lytton Building, Chicago, Ill.

J. B. KEOUGH  
Gandler Building, Atlanta, Ga.

**Oakland Tribune** HOME  
SIXTY AND CAMPION OF BAY REGION VOTE TO RETURN TO WORK

**Oakland, California**

Q The industrial building permits for the first six months of 1920 alone exceed the amount for the entire year of 1919 by \$700,000.

Q The high efficiency of well paid labor together with ideal rail and water transportation make this enviable record possible.

Q So a wonderful consumer market arises to meet the wants of these highly paid mechanics.

Q Include Oakland in all advertising campaigns in California.



## Apartment Buildings—

millions of dollars are being spent in the construction of apartment buildings to meet the unprecedented demand for homes. In every city the story is the same.

The owners who construct and choose the material and equipment for these buildings can be reached effectively thru

BUILDINGS  
and BUILDING MANAGEMENT  
Member A. B. C. and A. B. P.  
City Hall Square Building  
Chicago

some particular phase, and have been sufficiently in touch with the laboratories to be able to convey both the laboratory theory and their own personal experience.

Take a typical programme. On the first day, after the opening address, the members get down at 9.15 to the principles of photography relative to negative making. In this class are taken up the chemicals used in producing the negative and an illustrated discussion of the most approved equipment and arrangement of dark rooms as well as methods of negative development. From 10.15 to 11.25 the instructor goes into the handling, developing and printing of developing-out papers. From 11.25 until 12.00 is taken up the mounting of prints so that they will not warp or buckle in the hands of the purchaser. From 1.30 to 2.45 the possibilities in commercial photography are developed—methods of getting new business and how to devise and apply photography for the use of the ordinary business man. Then three-quarters of an hour is spent in explaining an accounting system, after which comes an hour's lecture on lenses; and in the evening, a longer lecture on making portraits in the home. The second day takes up direct contact printing and developing, advertising, retouching studio portraits, and a continuation of the study of commercial photography, with the evening devoted to the processes of enlargement. The third day is given over largely to the technique of finishing and the evening holds salesmanship, the advertising value of skilfully mounted portraits, and the best way to submit proofs to insure an order on them.

All of these talks are illustrated. The subjects are dramatized and there is an exhibit to cover each lesson. In addition each student is provided with a notebook, that contains most of the chemical formulas and processes set forth in the lectures—which the student might not otherwise get down correctly—and ample space for making notes of those suggestions

## PITTSBURGH, PA.

# Local Advertisers

place first in the six day evening paper field  
the PITTSBURGH EVENING SUN.

For the month of August, of the two six day  
evening papers in Pittsburgh, the Pittsburgh  
Evening Sun led in department store adver-  
tising, leading its competitor by over 12%.

In the morning field the PITTSBURGH  
MORNING POST led the two other morn-  
ing papers in department store advertising.

The POST and SUN are always first in  
banks, trust companies and high-class finan-  
cial advertising and are the clean home  
papers of Pittsburgh.

The POST and SUN are members of the  
A. B. C., their circulation is proved as to  
quantity and is admitted by advertisers gen-  
erally to be first in quality in Pittsburgh.

## CONE & WOODMAN, Inc.

New York      Chicago      Atlanta      Detroit      Kansas City

---

---

## IF YOU ARE A REAL SALES MANAGER—THIS MAY INTEREST YOU

**W**E HAVE an exceptional opportunity for a General Sales Manager who has had experience in selling to retail drug stores and other places where soft drinks are dispensed.

Must be a man big enough to take entire charge of marketing plans for a new and very superior product with a substantial organization and plenty of capital back of it.

*Don't write unless you have  
had enough experience to  
handle a really big job.*

K I N G   C O F F E E  
P R O D U C T S   C O R P O R A T I O N  
D e t r o i t . M i c h i g a n

which prove most interesting to him. A series of paper-bound textbooks rounds out the course.

It was, indeed, a pretentious undertaking to start out a school of this kind and expect men to close their studios and attend. But it was rightly held by the management of the company that unless the school proved itself so valuable to the photographer that he found it good business to give up his affairs for three days and attend it, then the school itself had no excuse for being.

In the beginning, it was really attended only by those who, for the moment, had nothing else to do. To-day, in most communities, the photographers, being advised well in advance of the sessions, attend with far more regularity than they do their own trade conventions. It is usual to have an attendance of at least one-half of all the photographers in the district covered by the school, and it is not unusual to have 80 per cent of them.

The photographers think that the school is a success and the company also thinks so. The photographers say they make money out of what they learn. The company finds that it not only gets a better distribution of goods to professionals, but is able to take almost from day to day the pulse of the market.

The school gives remarkable testimony to the commercial advantages that result from an altruistic educational development of a market.

#### New York Mail Carriers Will Make Own Uniform

Letter carriers of New York City, at their annual meeting decided to form a co-operative company for the manufacture of mail carrier uniforms. The New York mail carriers say that this action was decided upon because the price of their uniforms has increased 125 per cent in the last three years.

The company is to be called the New York Letter Carriers' Uniform Manufacturing Corporation. It will be capitalized at \$30,000, the shares, of \$10 par value each, to be held by letter carriers. It is expected that the corporation will be making uniforms by January 1. If the plan is successful the company will probably manufacture uniforms for other cities.

#### MAKING LETTERS PAY SYSTEM

*Directed by Edward H. Schulze*  
a yearly service, founded 1914 and used by  
3500 business concerns to increase the effectiveness of business letters.

Systems and services for developing business with the least waste effort and at the lowest possible cost.

The first part of either system will be sent FREE for ten days' use. No obligation except to agree to return the part if you cannot use it.

#### MAKING IT PAY CORPORATION

222 West 42nd St., New York

#### MAKING PRINTED MATTER PAY SYSTEM

*Directed by Gilbert P. Farrar*  
a yearly service—devoted to increasing effectiveness of printed matter. Companion service to MAKING LETTERS PAY SYSTEM.



#### For Printing—

Choose your printer as you would choose a partner in your business. His ability and devotion to your interests are important factors in the success of your campaigns.

The Kehlmann organization gives this special kind of service to many prominent advertisers. Enlist it in your own service.

#### L. Kehlmann Company

*Designing — Printing — Embossing*  
239 West 28th St., New York City

## 50% INCREASE

*From The AMERICAN BANKER  
of Sept. 6, 1920*

### THE PROFITS OF EFFICIENCY

This issue of the AMERICAN BANKER contains about 7,500 lines of advertising—the largest amount ever carried in any one regular issue of this publication. The issue of the same week last year carried about 5,000 lines, while the same number the year before produced about 3,000 lines, a gain of over 150% in two years, and a gain for the last year of 50%. In this period the cost of production has increased tremendously, but instead of increasing the subscription price, we have bent our efforts toward improving the editorial and news contents, with the result that the circulation has increased rapidly, which has meant increased value to our advertisers. Notwithstanding the cost to us for making these improvements, we have not raised the advertising rate, and we are able to record the best year in the history of the AMERICAN BANKER—in circulation, readers' interest and advertising value.

**American Banker**  
—NEW YORK—  
OLDEST AND MOST WIDELY CIRCULATED  
*Banking Journal in America*

## Advertising Executive

who knows

### Markets - Values - Men

Available for connection with a progressive agency, or with forward looking manufacturer whose product and plant provide a sound basis for sales expansion.

—Advertising and selling experience ranges from copy writer to advertising manager. At present account executive with well-known agency—a well-paid, responsible position involving Saturday Post campaigns.

—A broad-visioned merchandiser familiar with most every selling channel, sales conventions, market investigation, trade conditions and other factors of influence in the proper functioning of a campaign.

—Have applied this experience successfully in increasing sales for manufacturers of

Food Products, Furniture, Type-writers, Tractors, Farm Implements, Trucks, and other lines.

—To the manufacturer or agency having a real opportunity I offer the same enthusiasm, judgment and loyalty that has made past connections successful. Salary, \$4500 to \$5000. Address "Executive," care Printers' Ink, 833 Peoples Gas Bldg., Chicago.

**Available About October 1**

## How United Cigar Stores Rewards Loyalty

The United Cigar Stores is announcing the addition of six new members to its board of directors:

"There is probably no other corporation of equal importance in this country which elects its board of directors from its own working ranks as does the United Cigar Stores Co. From the very date of its foundation no one has enjoyed the distinction of being a director of the United who has not risen to that position by virtue of his own loyalty and efficiency as shown in his work for the company. In increasing the company's number of directors to eighteen and electing six new directors the company has not deviated from its fixed policy."

"From this fact surely there is not a man in any branch of our organization who can not feel encouraged that there is always in front of him the largest, widest chance for advancement."

The six new directors, who have also been made vice-presidents, are: Julius Schwartz, F. I. Beeton, Samuel Simons, Albert C. Allen, L. E. Denslow and M. A. Bouvier.

Mr. Schwartz, Mr. Simons and Mr. Bouvier, came into the United organization as salesmen in 1903. Mr. Allen and Mr. Beeton joined the auditing department of the United organization in 1903. Mr. Denslow entered the employ of the company as an architect in 1905.

## Chinese Are Keen Observers of Trade-Marks

Although China has no trade-mark law in the modern sense, there is no place in the world where there is a more wholesome veneration for "chops" or well-known trade names. A dealer in cotton piece goods in Shanghai recently told a PRINTERS' INK correspondent that his firm had been marketing a brand of Manchester cotton goods in China for some twenty years. Recently the manufacturer had a new trademark die made for stamping on the end of the goods, the old one being badly worn and printing badly. The Chinese dealers refused to accept the new, clean-cut trade-mark and insisted upon the old one that they were accustomed to purchasing. The manufacturer, to protect his trade, had to discard the new die and salvage the old one from the junk pile.

## Officers of New Publishers' Representatives

Officers of Lorenzen & Thompson, a new firm of publishers' representatives which was announced in PRINTERS' INK last week are: President, A. F. Lorenzen; vice-president, M. R. Thompson; secretary H. G. Schryver. Messrs. Lorenzen & Schryver are located in the Chicago office, with C. G. Shannon. Mr. Thompson, with E. J. Cullen and J. L. Sythoff, are in the New York office.



# results!

**AMERICAN STEAM CONVEYOR CORPORATION**  
MANUFACTURERS OF ALL TYPES OF EQUIPMENT  
FOR THE INDUSTRIAL HANDLING OF MATERIALS.  
CONSTRUCTION MATERIALS, ETC., ETC.

**SELLERS AND CONTRACTORS**  
225 West Madison Street  
Telephone Princeton 1200

Industrial Power,  
655 South Dearborn St.  
Chicago, Ill. Attention: A.H. Major

September 8, 1920

Gentlemen:

We have been advertising in  
returns received have frankly been bet-  
ter than we expected.

The quality of the letters of inquiry is  
noticeably high; the letters carrying the  
signatures of Presidents, Managers carrying the  
titles of Superintendents. It is apparent that In-  
dustrial Power is read by the more im-  
portant executives in a class very desirable

to reach and cultivate.

Industrial Power stands second  
in the number of inquiries we have received  
since May, the date of the first issue -  
publications ranking first being a weekly

From inquiries we have made among  
advertisers using your publication we believe  
that they are uniformly satisfied with their  
returns from Industrial Power. As for our-  
selves, we shall continue to use it in 1921.

Yours very truly,

*George S. Hamilton*  
George S. Hamilton  
Advertising Manager.

655 S. DEARBORN

Results count! Industrial Power produces results. Mr. Hamil-

ton's experience is in line with that of other advertisers.

For the sake of thrift in your advertising let us tell you the  
full story of How and Why

"Industrial Power Delivers the Goods!"

**INDUSTRIAL POWER**

538 S. Dearborn St., Chicago

**Industrial Power**

50,000 Officials  
in 20,000 Plants

Sept. 16, 1920

# PRINTERS' INK

*Registered U. S. Patent Office*

**A JOURNAL FOR ADVERTISERS**  
*Founded 1888 by George P. Renell*

**PRINTERS' INK PUBLISHING COMPANY**  
 Publishers.

**OFFICE:** 183 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: 1004 Candler Building, GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

Pacific Coast Offices: Examiner Bldg., San Francisco; 302 Title Insurance Bldg., Los Angeles; 326 Post-Intelligencer Bldg., Seattle, Wash., W. R. BARANGER, Manager.

Canadian Office: Lumsden Bldg., Toronto, A. J. DENNE, Manager.

London Office: Craven House, Kingsway, W. S. CRAWFORD, Manager.

Paris Office: Ibis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$100; half page, \$50;

quarter page, \$25; one inch, minimum \$7.75.

Classified 35 cents a line, Minimum order \$2.75.

JOHN IRVING ROMER, Editor  
 FREDERICK C. KENDALL, Managing Editor  
 JOHN ALLEN MURPHY, Associate Editor  
 ROY DICKINSON, Associate Editor  
 R. W. PALMER, News Editor

EDITORIAL STAFF:  
 C. P. Russell                    Albert E. Haase  
 Roland Cole                    Edward T. Tandy  
 Chicago: G. A. Nichols  
 London: Thomas Russell

NEW YORK, SEPTEMBER 16, 1920

### The *Unchanging* World

This in spite of the many prophecies that it would be a remade world. Gentle souls who were too young to remember other wars told us naively that this was a war to end wars. Probably similar hopes found voice as facts after the Civil War, the Napoleonic wars and every war before that. Mankind, we were assured, was being purified—presumably we would lose our ambitions, our desire for profits, our pet aversions, in short our humanness.

We were even told that natural

laws were suspended. The economist who said we were on a permanently higher price level probably assumed that the law of supply and demand had suspended—aghast at unheard of demand. Labor, we were told, had come into its own and would never give up the whip hand.

About the only law which no one to our knowledge has claimed to be changed is the law of gravitation. We have not yet heard of ripe apples falling to the moon, or toddling babes floating in the air as they fell from the window.

It is the error of the uninformed to consider temporary phenomena as permanent conditions. The world has been through all of this post-war confusion time and again. The economic history of the years following the two long and great wars of the last century has been set down in fair detail. The bewailer of present conditions could quote page after page from the papers of 1865 to 1870 and avoid the effort of thinking up comment of his own. He would hit the mark, too.

The conditions to-day are different from all post-war conditions only in degree. Let the business man who wants to lay out policies of selling, advertising, production and handling labor in the light of what is coming, look into economic history.

Someone, with great good judgment once said, "I judge the future by the past." The business man who can overcome his prejudice of "impractical" subjects long enough to read a little history, especially economic history, will find solace and hope comparable to that which the Bible brings to the bereaved.

**When the Pump Must Be Primed** It speaks well indeed for advertising when those who know it and understand it best for what it really is, can voice a demand that advertising be delivered in some respects from its enthusiastic friends. Reams of perfectly good white paper have been cov-

ered with typewriting in an effort to show why retailers did not co-operate more resultfully in the selling of advertised goods. The retailer also has been preached to and even abused not a little. He has been pictured as a man who could not hear opportunity when it was knocking its loudest. Manufacturers grew discouraged when retailers could not or would not see the obvious advantages of doing their part to capture sales brought within reach by national publicity.

But it is now being generally agreed that the fault is not necessarily with the retailer, and most certainly not with the advertising. The trouble, as many see it, is that some advertisers have such an abiding faith in what advertising can accomplish that they take it for granted that the retailer has the same faith and the same knowledge—that he can see things the same way they do. This has betrayed them into the costly error of failing to make their advertising appeal complete—a policy that has caused many retailers to believe that national advertising would deliver business into their hands day by day without effort on their part just as the ravens brought manna to Elijah in the wilderness.

Many a retailer has camped right alongside much highly profitable potential trade while getting scarcely any of it. He has waited for the ravens to bring it to him. He has done this much after the manner of one thinking that national advertising had some mystical power. He has not been effectually taught that national advertising makes people willing to buy a thing, but that he has to put out advertising efforts of his own if he is going to join his store to this willingness.

He has to prime the pump before the sales will begin to come up.

This is so simple a truth that the wonder is every retailer within the reach of nationally advertised goods did not understand it long ago. Manufacturers ought to devote some special attention to this phase of business-getting.

Heretofore they have shown too much of a tendency to do all the work and bear all the expense themselves. This is not good business either from their standpoint or that of the retailer. The best results come to advertised goods in a community when the individual retailer spends more money in behalf of those goods in that town than does the national advertiser himself. Get the retailer properly lined up in a publicity way, get him to spend his own money and then nationally advertised goods will have clear sailing to the additional benefit and profit of all concerned.

#### *A Selling Tax on Foreign Trade*

The salesman, it seems, must always stand as an inviting quarry for the tax levier. Our own Government would not resist the temptation of considering salesmanship as a source of revenue. Witness the bill proposing a tax on advertising, introduced in Congress last spring by Representative Thompson. The latest attempt to place a tax upon selling effort is aimed at the manufacturer who sells abroad.

Sweden has decided to tax the salesmen of other nations who come into Sweden. Commercial travelers must, on arrival in Sweden, apply to the police in the district of first landing with a view to obtaining a commercial traveler's license. This license costs 100 kroner (approximately \$20) for the first thirty days or less, and 50 kroner for every additional fifteen days after the first thirty days. A resident agent or a principal of a firm, if not a Swedish subject, must also pay these rates before business can be carried on.

The American manufacturer who has displayed any interest in selling his products in Sweden may see in this tax an effort on the part of the Swedish Government to force him to do business through Swedes and to forego his desire to have as his representative an American. It may also appear in this light to the Eng-

lish manufacturer, and to the French manufacturer. The idea that exclusive representation of some foreign manufacturer, especially of an American manufacturer who has a widely advertised product, is the royal road to wealth has been rampant in the Scandinavian countries. But this idea is being gradually dispelled, for the foreign manufacturer who sees any worth-while volume of sales in those countries finds that it is best to have a representative from his own country.

It may be, however, that the Swedish Government considered such taxation solely as a necessary means of increasing its treasury. If it did, it chose the wrong source, for it will hinder the development of its foreign trade.

No matter what the reason for the tax, the Swedish consumer of foreign products will pay the tax in the end.

#### *Credit and the Bank's*

#### *Duty*

Never before has the question of credit been of greater importance. While most bankers believe that the peak of the crisis is past, money is apt to remain tight for some time. One of the most hopeful signs is that the public seems to have made up its mind that the dangerous inflation had gone far enough, and that business must keep within lines of existing credit.

The public probably helped avert a panic. Are the bankers doing their share in the circumstances? The merchant who knows what it costs to do business, who keeps good books and is careful, is often penalized by the banker in favor of his less efficient neighbor merchant, usually a heavier borrower at the bank. Many a small merchant loses money on half his products because he doesn't know how much it costs him to do business, and he uses up the credit some other man should have.

The banks owe all of us a merchandising service to the local merchant, and an advertising campaign to tell the merchant about it. The General Electric Com-

pany will help even a dealer who does not carry its line, so to rearrange his store that goods will sell easier and turnover be quicker. The Victor Talking Machine Co. has a crew of men who spend their time showing the retailer how to be a better merchant. These two are but isolated examples of a policy on the big manufacturer's part to help the retailer in his own particular selling problems.

This policy is fast becoming general. Why don't the banks profit by the example? An advertising and merchandising council would be a big talking point for any bank. More than that, it would help in solving more quickly a problem which is still acute and which is holding back the coming wave of national prosperity. Helping a merchant do business in a way that will make him deserving of credit is within the province of every local bank.

The bank which takes up the idea could easily start a movement which would prove of national importance.

#### Silk Industry Forms Athletic Association

The Silk Athletic Association of America has been organized in New York for the purpose of promoting good fellowship and making better men. The organizers are A. J. Hennessy, of H. R. Mallinson & Co.; G. L. Rockwell, of Schwarzenbach, Huber & Co.; Jack Sellers, of the Susquehanna Silk Mills, and William Vogt, of Cheney Bros. They intend to make the new association the parent body of sports activities in the silk industry, including baseball, tennis, golf, basket-ball and track events.

Membership in the association is limited to those in the industry who are interested in any line of sports.

#### Become Secretary of Burleigh Withers Co.

Hugh Carr McDonald, formerly connected with the Chicago office of the *American Magazine* as advertising salesman, has joined the Burleigh Withers Company, commercial artists, Chicago, as secretary.

#### Henry A. Dix & Sons Co. Account for Collin Armstrong

Collin Armstrong, Inc., New York, is now handling the advertising of Henry A. Dix & Sons Company, New York, manufacturer of Dix-Mark Dresses.



## Southern California: Commercially, a Peninsula

In Area Larger Than England

By all odds the most sharply-defined "zone" in the United States. Bounded on three sides (ocean, Mexico, desert)—does not dove-tail into other zones—has no doubtful border territory—exists a unit in itself.

"Zone Southern California" is one of America's biggest customers. Los Angeles—its "London"—is now largest Pacific port in Western Hemisphere, exceeds in population Seattle and Portland combined.

Yet, as a Market, the Zone Resembles  
a Single Gigantic City

—A mile of trolley to each 148 families; a mile of boulevard to each 83 families; 3 motor-vehicles to each 4 families. Constant intermingling. Uniform aims and loyalty.

One—Dominant—Newspaper

occupies the position as sole "zone" daily—the only newspaper which both covers and concentrates within the zone. **The only morning newspaper used by Los Angeles department stores.**

**HENCE THE ZONE FORMULA:**

**In size a nation; in commerce a peninsula; in character a city; in reading-habits a subscriber to—**

**The Los Angeles Times**

During first half 1920 THE TIMES led second morning newspaper by 4,551,218 agate lines advertising.

## ADVERTISING MANAGER

open for position with New York firm. A shark out of water, but very much alive, wants to get into his old swimming-hole, New York City. At present employed as Advertising Manager with a large Chicago Manufacturer. Desire to return East for personal reasons. Address T. A. C., care of Printers' Ink, 833 Peoples Gas Bldg., Chicago, Ill.

## Promotion Man

A splendid opportunity presents itself for a bright, pithy writer, with a keen sense of logic and an appreciation of refined effects in typography and layout, to connect with a metropolitan newspaper.

Publicity or journalistic experience advantageous, though preference will be given to a trained newspaper promotion man. Send brief business history and specimen of work. Salary commensurate with experience and ability. All answers strictly confidential.

Address "B. N." Box 71, care of Printers' Ink.

## Urge Standardization of American Business Methods

The standardizing of American business methods for the purpose of promoting sales at home and abroad was advocated at the annual convention of the National Association of Office Appliance Manufacturers held last week in Atlantic City.

A sense of optimism with respect to the future for both home consumption and export business pervaded the meeting. In most plants labor conditions are growing steadily better and the situation is beginning to approximate normal, it was said.

Sales conventions were held to be a very important element in the big job of making America fit for the struggle for world markets.

## United Drug Profits Over \$2,000,000 in Six Months

The United Drug Company reports for six months ended on June 30 net profits after taxes of \$2,587,595.

Its net sales for the six months were \$34,947,343 and cost of merchandise sold, \$22,900,715. Operating expenses aggregated \$8,826,812 and total income, \$3,225,532. Depreciation charges were \$355,335 and taxes were provided for amounting to \$239,459. For doubtful accounts \$43,143 was charged off, leaving net profits of \$2,587,595.

## New Direct Mail Advertising Agency in Philadelphia

The Arrow Company, a new direct-by-mail advertising company, with headquarters in Philadelphia, has just announced its formation. John R. Hogan is president, Ralph E. Tweed is vice-president, and Charles R. Paul is secretary-treasurer. Mr. Tweed was formerly with the Richard A. Foley Advertising Agency, and before then was with the service department of The Franklin Printing Company, both of Philadelphia.

## P. C. Staples Made Vice-President of Bell Telephone Co.

Philip C. Staples has been appointed vice-president of the Bell Telephone Company of Pennsylvania. Mr. Staples has been connected with the Bell system for sixteen years. More recently he has been Philadelphia advertising manager, division manager, and assistant to the president. His new position places him in charge of public relations and personnel matters.

## Geiger-Jones Buys Printing Plant

The Geiger-Jones Company, owner of *Today's Housewife*, has purchased a controlling interest in The Arthur Crist Company, a printing and publishing institution located at Cooperstown, N. Y.

Amer-  
ods  
an busi-  
of pro-  
ad was  
ntion of  
ice Ap-  
week in  
spect to  
umpkin  
te meet-  
ditions  
the situa-  
normal,  
to be a  
big job  
struggle

Over  
aths  
reports  
30 net  
s were  
andise  
enses  
income,  
l were  
ed for  
puliful  
leaving

tising  
a  
direct-  
with  
s just  
n R.  
eed is  
aul is  
was  
Foley  
then  
f The  
h of

resi-  
Co.  
printed  
hone  
aples  
ystem  
y be  
man-  
stant  
ition  
rela-

ng

wner  
ased  
thur  
lish-  
wn,

## Available



A man, whose present work is known to practically every business establishment in America and who has taken a major part in sales and advertising campaigns aggregating 40 millions of dollars—although he is still in his thirties—will engage as an executive of a sound advertising agency or as the general sales manager of a thorough-going manufacturing institution.

**\$ 20,000**

Address C. B. F., Box 72, care Printers' Ink.

**We look before You leap.** Free consultation service on what, where, and when to tell the public about yourself, your product, and your business.

**STANLEY E. GUNNISON, Inc.**  
30 CHURCH ST., NEW YORK

*General Advertising*

*Merchandising Counsel*

**GSA** When you want information on college town merchandising or college paper advertising "ASK THE COLLEGIATE."

**Collegiate Special Advertising Agency, Inc.**

503 Fifth Avenue, New York

*Established 1913*

Chicago Office: 110 So. Wabash Avenue

**SPOT CASH**  
WE BUY  
Job Lots, Close-Outs,  
Dissolved Stocks, etc., in  
all lines. No quantity too large.  
Quick Cash for bargains.  
Send Samples and Full Particulars  
BARGAIN BULLETIN FREE  
FANTUS BROS. 521 S. Dearborn St. CHICAGO  
WE BUY ANYTHING

**R THE RICHEY DATA SERVICE**

September Bulletin—sent you without cost—tells you now you can have the latest data on sales, advertising and business conditions for instant pocket reference. Ask for it.

**THE RICHEY DATA SERVICE**  
403 Meridian Life Building, Indianapolis, U.S.A.

## The Little Schoolmaster's Classroom

UNDoubtedly some business men have used advertising, or more often free publicity, in an attempt to keep prices high in the face of obviously declining commodity markets. The Schoolmaster has seen dozens of newspaper items—usually date-lined Atlantic City—quoting the less-known presidents of little-known associations as warning the public that they had better stock up now, as prices will undoubtedly be higher later in the fall.

Of course, the Schoolmaster does not pretend to be a market prophet. Perhaps prices will advance still further, but most items of the sort he has seen, have been highly scented with selfish propaganda. The reasons given for the higher prices have not been convincing, and the subsequent course of the markets of late have not borne out the prophesies.

\* \* \*

But in one neighborhood at least advertising has been effective in bringing down retail prices, and the medium has been one that advertising men don't recognize—the "sandwich man." (It would be interesting to learn where "sandwich men" are obtained, now that prohibition has—it is reported—enabled the guests of ten-cent lodging houses to move to suites in the Pershing Square Hotels.

A champion of the "white-collar class" noticed that although the wholesale prices of tomatoes were four cents they were being retailed at twenty cents. The same neighborhood grocers were selling apples that cost \$1.00 for sixty pounds at fifty cents a pound. Other mark-ups were in proportion.

Knowing what wonders advertising can do, he equipped five men with placards, stating that day's wholesale price of various vegetables and fruits, and bade them patrol the district—not avoiding the merchants' stores. The sec-

ond time they got around, the retail price of tomatoes had dropped to ten cents. Apples were offered at ten cents, and other commodities were reduced as much as fifty per cent. The average drop was about twenty-five per cent.

The Schoolmaster is informed that the same plan is now being used in other neighborhoods with equally good results.

The Class may take away either—or both—of two lessons if they please. The first lesson is that it is useless to advertise an untruth. The second is that no medium is too humble if the message is worth reading—and the circulation well chosen.

\* \* \*

It was Saturday afternoon in August, in Elizabeth, N. J. The Schoolmaster was visiting at the home of a friend over the weekend. His host mentioned the need of a new straw hat. Always interested to see what people buy, where they buy it, and why they buy it where they do, the Schoolmaster urged that they go "down town" at once and make the purchase.

Fifteen minutes later the host led the way into a haberdasher's store on the main business street, never having stopped for a minute even to look at straw hats in the windows of any of four other men's furnishing stores that had been passed on the way.

While his friend was buying his hat, the Schoolmaster happened to see on the counter a box of garters of the special kind he always wears and he selected a pair and handed them to an elderly gentleman to wrap. Said elderly gentleman turned out to be the proprietor of the establishment, and the Schoolmaster proceeded to engage him in conversation.

"Do you suppose you would sell more of this garter if it were more extensively advertised?"

"Yes," replied the proprietor, "there's no doubt about it. I've

## Announcing The birth of a Big Brother to THE COPYWRITER'S FRIEND

ORIGINALLY intended only as a good-will offering for our clients and publisher friends, our specially designed advertising layout and space measuring ruler nicknamed THE COPYWRITER'S FRIEND, met with such an enthusiastic reception that it became necessary to have it made up for sale purposes, with the result that during the last ten months it has lightened the annoying layout, measuring and type estimating burdens of OVER THREE THOUSAND FOUR HUNDRED advertising men scattered throughout every state in the Union.

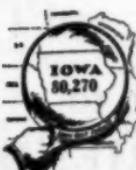
BORN, one might say, of popular demand, now comes a brand new brother—bigger, stronger and better designed; 24 inches long of first quality wood, nicely finished in two colors and highly enameled with real celluloid ruling edges; agate, pica, inch and newspaper column scales, also charts for instant calculation of type, space and copy areas.

IF YOU have trouble with line rulings, column designations, true layouts, type measuring, estimating or broken pencil points you will welcome BIG BROTHER with open arms and the price is but two dollars each, set right down in your own office ready for business.

DON'T bother writing a letter—just slip two smacks in an envelope with your name and address and the postman will put BIG BROTHER on your desk next week, ready and willing to take up his daily task of serving you well.

THE SHEEHAN ADVERTISING COMPANY  
Sheehan For Service  
MITCHELL BUILDING . . . SPRINGFIELD, OHIO

Sept. 16, 1920



## We Were Wrong

There are 120,000 Members of the Iowa Farm Bureau, not 100,000 as stated last week. And it is growing fast. Our Iowa circulation exceeds 80,000 and it is growing too. Total circulation exceeds 150,000, all just as good.

CORN BELT FARMER, DES MOINES, IOWA

## BAD DEBTS AND FEDERAL TAXES

Bad debts play an important part in computing your Federal taxes. We have prepared an interesting letter on the subject, which is sent upon request to those interested.

**AMERICAN ADJUSTMENT CO.,**  
406 World Building, New York City

## GOOD PRINTING—CHEAP

A Few Money-Saving Prices

|                                        |         |
|----------------------------------------|---------|
| 1000 4-page Folders, 3 1/4 x 6 1/4 in. | \$10.00 |
| Each additional thousand               | 3.50    |
| 1000 4-page Folders, 4x8 in...         | 12.50   |
| Each additional thousand               | 4.50    |
| 1000 4-page Folders, 6x9 in...         | 16.00   |
| Each additional thousand               | 6.00    |
| FREE—our large package of samples      |         |

**ERNEST A. FANTUS CO., Printers**

525 So. Dearborn St., Chicago

## ALBERT R BOURGES CONSULTING PHOTO ENGRAVER

FLATIRON BUILDING NEW YORK CITY

DAY  
GRAMERCY  
886



NIGHT  
AUDUBON  
8860-8120

*A Personal and Emergency Service  
limited to non-competitive clients*

## Your Export Chain—

are all its links of equal strength? The *foreign-language* or translating link, is it of proper size and "mettle"? Does it withstand the strain of technical descriptions and of colloquial sales appeals? If not, employ the link that holds and functions as it should.

### MANUFACTURERS' TRANSLATION BUREAU

220 Broadway      New York  
(Telephone 3489 Cortlandt)

Write for Card "The Metric System Simplified" and free coupon-book for the translation of export correspondence.

often wondered why they don't advertise them more generally. They do advertise them in our trade papers." (He said "our trade papers" in a tone almost of pride that it pleased the Schoolmaster to hear.) "But I had them before that. The way I happened to run across them in the first place was when a salesman showed me a pair he was wearing. He didn't know who made them or where the maker was located, but I inquired around until I found out and then I ordered some. Guess we were the first store hereabouts to carry them." (This rather proudly.) "They could make a small fortune on those garters if they'd *push* them right," he concluded earnestly.

"How are you fixed on merchandise in general?" asked the Schoolmaster, changing the subject. "Are you stocked up on high-priced stuff for fall that you may have to sell at reduced prices, or have you been holding back on ordering?"

"No; I haven't dared hold back. Most likely I'd be stuck for goods in the fall if I had. No; I've got orders in for everything all along the line, and at higher prices, too."

\* \* \*

"What are you going to do about it if the bottom drops out? Will you lose a lot of money, or did your manufacturers agree to protect you in case of a slump?"

"No; there isn't any such clause in my orders—but I'm not worrying any," he replied very confidently.

"How so?" asked the Schoolmaster, wondering at his calm assurance.

"Well, you see, I'm dealing only with folks I *know*. I've been dealing with many of them for more than fifteen years now and



**Howell Cuts** 

for houseorgans  
direct mail and  
ask for proofs  
other advertising

Charles E. Howell • 502 Fifth Ave., New York

Sept. 16, 1920

PRINTERS' INK

185

they've never gone back on me. Firms like—" and he mentioned a number of fine houses, nearly all important national advertisers. "Those folks'll do what's right by me when the time comes just as they always have, so I'm not fretting myself over the fall."

"Now," he continued, "once in a while smart young salesmen blow in here with a swift line of talk about their goods—stuff nobody ever heard about—and they say a lot about 'guarantees,' and 'protecting' me, and all that, but most of the times I've let myself be taken in by them I've had the devil's own time trying to get any satisfaction on the 'guarantee' in case anything has gone wrong. So I stick to the fellows I know I can depend on, and they play square and that's enough guarantee for me."

"Why did you go to that particular store to buy your hat?" the Schoolmaster inquired of his friend after they had left the establishment.

"Oh, I always buy everything there. They're so square and satisfactory to trade with. Their prices are reasonable and they are so ready to make good on anything that isn't right. Why, last fall I bought a shirt there—" and he launched into an enthusiastic testimonial regarding what they did about a shirt that faded.

"The lesson for the Class very soon will be one mostly on garters and the value of confidence in merchandising," said the Schoolmaster to himself as he walked home with his friend.

Los Angeles — The largest city in the West

## IN LOS ANGELES

IT IS THE

**EVENING HERALD**

MEMBER A. B. C.

Government Circulation Statement  
April 1, 1920

**134,686**

Largest Daily Circulation in  
the West

REPRESENTATIVES

New York: Lester J. Clarke, 804 Times Bldg.  
Chicago: G. Logan Payne Co., 432 Marquette Bldg.

# Harry Simmons

A slogan  
That hits  
Like thunder  
And pulls  
Like \_\_\_\_\_!  
I have  
Written them  
Before  
And can  
Do it again.  
Are you  
Praying for  
An inspiration?  
Try me!

29 South La Salle Street  
Telephone State 5499  
CHICAGO

*Why not have Simmons write it?*

### Pallen's New Double "Master" Mail Order Device

Enclosed with your circulars in an envelope, will produce the same high percentage of cash orders, per thousand mailed, as Pallen's TRIPLE "Master" Mail Order Device. Write for samples, particulars and prices.

J. PALLEN & CO., Columbus, O.

## A Man With Vision WANTED

One who has sold advertising to musical instrument houses, music publications, agencies, etc.

Place as special department manager, good salary, with chance to improve income as advertising increases. Address "T. E." Box 73, care of Printers' Ink.

400 Million Chinese buy annually \$650,000,000 foreign trade. Soon will buy \$2,000,000,000. Our Chinese section a powerful medium for developing this market.

### WORLD SALESMAN



A Monthly Journal of International Trade

SAMPLE COPY, 10c.

182 West 4th St. New York

## Concrete

314 New Telegraph Bldg. Detroit, Mich.

Covers the construction field—a live, influential, energetic business paper.

Charter member of Audit Bureau of Circulations and of Associated Business Papers, Inc.

### Unused Postage Bought

We buy unused postage stamps of any amount or denomination for spot cash. Mail them to us, and receive cash by return mail. We also buy old gold, silver, platinum, diamonds, watches, jewelry, War Bonds and Stamps—anything valuable. Goods returned within 10 days if you're not satisfied with the amount we return you. Bank references. The Ohio Smelting & Refining Co., 283 Lenox Bldg., Cleveland, Ohio.

"Our increase of business with you is the best proof of our appreciation of your work for us."

—A Client's Letter

**GEORGE SETON THOMPSON CO**  
608 So. Dearborn St., Chicago

### The DIRECT-MAIL "HOW"

THE MAILBAG  
A Journal of  
Direct-Mail  
Advertising



APRIL — 1920

is answered in this monthly journal of direct-mail advertising. Articles from those who have had practical experience with letters, booklets, circulars, envelopes, brochures, postcards, How to Write Letters that \$1.00 Win; How to Collect Money by a year Mail; How to Conduct a Real Mail Bag; How to Use Mail Salesmen—these and similar subjects covered. If you want to keep abreast of the latest in direct-mail work—if you want the biggest dollar's worth you ever bought, get your subscription now.

MAILBAG PUBLISHING CO.  
1805 E. 40th St. Cleveland, Ohio

### More Than 4,500 Dealers

in confections and soft drinks  
in the Philadelphia territory  
subscribe to the

**RETAIL TRADE LEDGER**  
Twice a Month; Sub. \$1.00 a Year

**"GIBBONS Knows CANADA"**

TORONTO

MONTRÉAL

WINNIPEG

### How France Is Bringing About Her Economic Rebirth

A statement of simple facts by Minister Plenipotentiary and Director General of French Services in the United States Casenave, made on the eve of the issue of new French bonds in the United States, gives a broad idea of what France has done for her economic rebirth.

With the war ended, "the first great problem," he said, "involved the total or partial rebuilding of over half a million homes and 3,800 factories. The French government has advanced 20,152,000,000 francs to the liberated regions for the purpose of reconstruction, with the result that of the 3,800 factories, 76 per cent had resumed operation by last June. The population of the invaded regions by November 1, 1918, had fallen to 1,944,000. This figure had risen nearly to the pre-war figure of 4,000,000 by June 1, 1920. Houses capable of sheltering 870,000 people have been totally rebuilt since the armistice. Municipal life has been resumed in 4,006 communes, and of the 6,445 schools in these regions before the war 5,345 have been reopened. Of the 265,000,000 cubic yards of trenches, 156,000,000 have been filled in, and more than 200,000,000 square yards of land have been cleared of barbed wire. France, famous for her highways, has hastened to repair them. To date 13,000 miles have been completely repaired.

"Of the five important railway systems in France only two suffered seriously in the war, Le Nord and L'Est. In all, on both roads, 1,810 miles of double track were destroyed. These have been entirely rebuilt, together with 1,510 bridges, twelve tunnels, and 586 railway and signal stations."

### Detroit Agency Changes Name

The Walter F. Zimmer Company, Detroit advertising agency, has been changed in name to Zimmer-Thien, Inc. The personnel of the agency remains the same: Walter F. Zimmer, president and treasurer; Robert R. Thien, vice-president, and Kenneth H. MacQueen, secretary.

### POSTAGE

The 25c monthly magazine that tells how to transact business by mail—Advertising, Selling, Collecting, Catalogs, Booklets, Circulars, Letters, Office Systems, Money Saving Ideas. Since 1916 the official magazine of The Direct Mail Advertising Association. 6 mos. \$1; 1 year \$2.

POSTAGE 18 East 18th St., New York City

# Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

## HELP WANTED

### YOUNG MAN TO HANDLE SERVICE DEPARTMENT.

Capable of writing advertising copy, making layouts, etc. Apply to Morning Star, Wilmington, N. C.

**Advertising**—Bookkeeper and typist with agency experience; must be able to handle considerable detail; very good chance for advancement; state age, experience, phone number and salary desired. Box 862, Printers' Ink.

Advertisement writer wanted by progressive New England Department Store. Salary \$60 to \$75 per week. Submit a few specimens of work and give information as to positions held which will be considered confidential pending interview. Box 833, Printers' Ink.

A progressive, recently organized Advertising Agency offers wonderful opportunity to some ambitious young man with limited capital and one or more national accounts of medium size, straight commission basis to start with; a view to eventually including such party as a member of the firm. Box 831, Printers' Ink.

**WANTED**—An alert and experienced Solicitor with a few active accounts. He will be backed by our Agency with an exceptional service organization. We are securing a great many good leads, which we turn over to our men. A worth-while opportunity for a capable man. Apply in person or with fully written details to Mr. George S. Dyer.

THE BROWN ADV. AGENCY,  
25th Floor, World's Tower Building,  
110 West 40th Street, New York City.

## Manager Wanted

### ▲ First-Class Subscription Book Sales Manager.

Salary. Apply to  
The Encyclopedia Press, Inc.,  
23 East 41st St., New York City.

## Advertising Manager

A successful publisher who has taken up a new trade-paper proposition in a nation-wide field has a rare opportunity to offer a first-class Advertising Manager with definite and substantial experience in mill and factory equipment and machinery advertising or kindred lines. Right man, who can prove up on character and ability to organize and manage a staff of advertising salesmen and take full charge of that department, will be given an interest without investment. Full particulars as to experience and references essential for interview. Box 853, Printers' Ink.

Advertising Solicitors wanted by a leading established oil trade publication, in important cities; part or full time. Good proposition; commission basis. Leads furnished and close co-operation given. Write fully, stating experience. Box 832, Printers' Ink.

Circulation Man wanted for rapidly-growing Chicago monthly. Young man with some knowledge of A. B. C. records, who has the ability to write a concise, courteous sales letter. Apply by letter only, stating age, experience and starting salary. The Dartnell Corporation, 223 West Jackson Blvd., Chicago.

## ADVERTISING EXECUTIVE

A thoroughly reliable man, who can put across a new mail-order proposition, to take a share in the business. A profit of \$50,000 the first six months is a conservative estimate, but there is an element of risk as in any other new business and unless you can afford to lose \$5,000 do not answer. Box 856, Printers' Ink.

## WANTED

Artist for advertising layout—a facile draughtsman with poster ideas who can visualize advertising thought. State salary and experience. Address Box 836, Printers' Ink.

## Wanted-Superintendent Photo-Engraving

A position is open for an executive to take full charge of a Photo-Engraving establishment in the East.

Please tell us your age, executive experience (as well as technical), salary expected, and all about yourself in first letter. Good salary to the right man. Box 838, Printers' Ink.

Sept. 16, 1920

A large metropolitan Southern newspaper has an opening for copy writer to take full charge of copy and art departments. At present there are two artists, two copy writers, and a girl beginning copy writing. We want a man or woman who can, and is willing, to write good, sound merchandising copy, necessary to be able to make neat layouts and letter clear attractive letters. To the right party we will pay \$50.00 per week to start. This is an opportunity to connect with a live organization which believes in team work, and a good chance to grow into big job. Apply at once, send samples of your work, and write letter stating full particulars. Box 846, Printers' Ink.

#### MISCELLANEOUS

##### GRAPHOTYPE WANTED

A ready purchaser for a hand operating Graphotype will be found by addressing

**Box 845, Printers' Ink.**

State condition and lowest price.

#### Printing Plants and Businesses

Bought and Sold

**Printers' Outfitters**

CONNOR, FENDLER & CO.

New York City

**Addressograph Equipment**—Two Power Addressographs, Model B Card Index; 1 Hand Graphotype; 2 Oak Filing Cabinets, 36 Drawers each; 2 Sanitary Bases; 73 Metal Drawers and 11,400 Card Index Frames. Will sell for \$600 cash. Would cost today, if new, more than \$1,000. Box 842, Printers' Ink.

#### PAPER

for your catalog at below market price.

#### 24x36—25-Lb. News

Write for Particulars

**Box 865, Care of Printers' Ink**

#### POSITIONS WANTED

"Make-It-Pay" Copy Writer and Artist contemplating a change. Open to a Trade Journal proposition. Long, successful experience. Box 863, care of Printers' Ink.

**Publicity Woman** desires permanent position in New York City. Experienced newspaper and magazine writer; college graduate; theatrical and motion picture publicity. Interested in connection with mercantile house. Box 835, P. I.

#### Advertising Manager

Technical, industrial and commercial; 15 years' experience; grounded in merchandising and sales promotion; married. Available now. Location and salary open. Box 855, Printers' Ink.

HIGH-CLASS ADVERTISER'S REPRESENTATIVE IS OPEN FOR POSITION IN PHILADELPHIA TERRITORY. ADDRESS BOX 850, PRINTERS' INK.

**Advertising Assistant**—Young man, Magazine and Newspaper Advertising Agency experience, desires location in New York City. Best references as to ability and character. Box 843, P. I.

Ambitious young woman, college graduate with valuable editorial experience, wants position in New York with advertising agency or advertising department of well-established concern. Box 861, P. I.

**ADVERTISING MANAGERS**—Communicate with a real live man on posters, window displays, cards, etc. Brilliant designs in beautiful colors with a selling appeal. Agency experience. Box 851, P. I.

**Advertising Man**—Some experience, college graduate, original, forceful copy, layouts; expert stenographer-secretary. Opportunity more than financial consideration. New York or vicinity. Box 859, Printers' Ink.

**VERSATILE FELLOW**, with considerable successful experience as an editor and writer of business articles and fiction, seeks a part-time position with some Philadelphia publisher or advertising agency. Box 837, Printers' Ink.

Writer with experience in newspaper reporting, magazine writing and editing, publicity executive work and pamphlet and advertising writing, desires advertising position. Salary \$75 per week. Address Kathleen Winter, 10 West 11th Street, New York City.

#### ART MANAGER

Commercial artist seeks connection with advertising agency. Handle layouts, art, engravings, printing and all production matters except copy. Versatile, all-around man. 20 years' experience. Box 852, Printers' Ink.

#### PRINTING SALESMAN

Desires connection where ability to produce results is appreciated. Six years' experience with high-grade printing establishment. Employed at present. Box 854, Printers' Ink.

#### Classified Manager

seeks position with large daily newspaper. Have specialized in classified and possess a thorough training on largest New York newspapers. Can show highly successful record.

Open for employment on short notice. Box 849, Printers' Ink.

Advertising copy writer and correspondent, experience with leading film corporation and publisher includes preparation of sales letters, mail order, general, and direct-by-mail advertising material. Familiar with cuts, layouts and technical details. Seeks broader field with growing manufacturer or agency. Age 25. Address Box 840, Printers' Ink.

Sept. 16, 1920

REP-  
FOR  
PHIA  
850,man,  
tising  
in  
as to  
radu-  
ence,  
dver-  
ment  
P. I.Com-  
sters,  
ent de-  
elling  
P. I.  
col-  
copy,  
etary,  
nsid-  
Boxsider-  
editor  
d fic-  
with  
er-  
k.er re-  
iting,  
phlet  
dver-  
week.  
11thwith  
routs,  
pro-  
satile,  
ence.AN  
y to  
Six  
print-  
pres-paper.  
I pos-  
New  
y suc-  
otice.re-  
in-  
ers,  
by-  
liar  
de-  
ow-  
25.

Man with 5 years' newspaper and 3 years' publicity experience. Good executive, editor, writer, practical printer. Can write ad copy. Will go anywhere for right opportunity. Age thirty, married, university graduate. Box 848, P. I.

**Young Advertising Man**, now handling magazine and direct-by-mail advertising for publisher, seeks broader opportunity with agency. He will bring you energy and enthusiasm, tempered with practical experience. See him and judge for yourself. Box 864, Printers' Ink.

**SALES AND ADVERTISING MANAGER** seeks a job where real constructive sales and advertising knowledge are essential requisites in securing maximum sales results. Now employed, but desires change because of limited production facilities of present employer. Address Confidential, Box 834, Printers' Ink.

#### Assistant to Advertising Director

Two years' advertising experience. Knowledge of layouts, copy, art work, engraving, typography and office management. College graduate, age 25, possessing initiative, originality and advertising sense, desires connection in above capacity. Salary moderate. Box 839, P. I.

#### ADVERTISING ASSISTANT

Young man, twenty-three years of age, college education, desires position as assistant in advertising department, service department or agency. One year's agency experience. Have written copy, made layouts and have practical knowledge of printing. I. C. S. advertising student. Future of primary importance. Box 860, Printers' Ink.

### SALES PROMOTION

Connection wanted by young woman with unusual talent for writing sales letters that sell, capable of analysis and sustained action, so that each successive follow-up carries a particular punch and hits the sales mark; knows advertising and has done actual selling in the field. Salary \$3000. Box 858, Printers' Ink.

**SOMEWHERE IN NEW YORK—** is the Agency with which I will connect. I came up to New England three or four months ago, but I'm homesick in more ways than one, and I'm going back.

Age 39; practical advertising experience, 17 years. This experience embraces sound merchandising knowledge, ability to create forceful, sensible copy, make attractive layouts and sell Agency service. Have been sales executive, copy chief, advertising manager for magazine publisher, account executive, newspaper artist.

At present business manager for Agency handling national media accounts. Prefer similar position, but Opportunity and Future are main considerations. Salary \$5,000. Available Oct. 1 or sooner. Box 844, Printers' Ink.

**ADVERTISING SOLICITOR**—Fourteen years in general trade and export fields, including advertising and branch office manager, open for engagement. Wide acquaintance New York and Eastern territory. Thoroughly reliable; best credentials. Box 867, Printers' Ink.

### Advertising Illustrator

Capable figure man, painter in all mediums, pen and ink; a visualizer; desires position or connection with Chicago agency or studio. Box 847, care of Printers' Ink, 833 Peoples Gas Bldg., Chicago.

### PHILADELPHIA

A young advertising man, 24, university graduate, American, desires connection as assistant advertising manager, or similar capacity, with a progressive Philadelphia organization. Box 868, Printers' Ink.

**YOUNG, AMBITIOUS AND LOYAL ADVERTISING MAN** with agency, newspaper and advertising manager's experience wants job as assistant to advertising manager, copy writer or house-organ editor with firm in Middle West. College and Alexander Hamilton education. References. W. B., 606 East Prospect Street, Kewanee, Ill.

### Contact, Plan & Copy

Agency service man, with commercial and research experience, desires position in Manhattan or nearby with Agency, or as Advertising Manager for Manufacturer in technical or automotive lines. Merchandising by modern, scientific methods. Box 857, Printers' Ink.

### PRINTING SALESMAN

Thoroughly experienced with the mechanical and selling of the business, with practical experience in advertising, sales promotion and direct-mail campaigns. Ten years in the printing trade and two years foreign traveling has given me a wide scope of the business as a whole. Yours to purchase.

Age 29; single; college education; any location. Box 866, Printers' Ink, 833 Peoples Gas Bldg., Chicago, Ill.

### "A SALESMAN WHO CAN SELL"

That is what I want to be able to say of myself a few years from now. Twenty years old; Christian; well bred; high school education; six months office experience; exceptional references.

I desire to join a high-grade business organization in New York City where young men who have a natural aptitude for selling can be properly trained; in appearance, personality and manner I feel qualified to meet prospects and to win confidence. Salary moderate; making the right start is more important to me. Address J. H., Box 841, Printers' Ink.

# Table of Contents

PRINTERS' INK, September 16, 1920

|                                                                                                              |                             |
|--------------------------------------------------------------------------------------------------------------|-----------------------------|
| Would Better Merchandising Solve Most of Our Problems?.. <i>Roy Dickinson</i>                                | 3                           |
| Selling Small Dealer First for Wider Distribution..... <i>Roland Cole</i>                                    | 17                          |
| Flabby Salesmen! Oh Yes—the Other Fellow's!..... <i>William A. Wolf</i>                                      | 23                          |
| Travel by Air Now Being Promoted.....                                                                        | 23                          |
| It Is Ideas That Move Merchandise .....                                                                      | <i>Robert R. Updegraff</i>  |
| "How Much Will It Cost?"—Does Your Advertising Tell?.. <i>Robert H. Isbell</i>                               | 41                          |
| "Tie-Up" Is the Basis of the New Sherwin-Williams Campaign.....                                              | 49                          |
|                                                                                                              | <i>C. M. Lamperty</i>       |
| Elements That Go to Make Art Embellishment Striking.....                                                     | 57                          |
|                                                                                                              | <i>W. Livingston Larned</i> |
| England and France Permanent Selling Ground.....                                                             | 60                          |
| Wholesalers of Coal Advertise Their Functions..... <i>Hugh E. Agnew</i>                                      | 65                          |
| German Toys Are Here, but Quality Is Lacking..... <i>C. M. Harrison</i>                                      | 73                          |
| Frankness in Copy Instills Confidence..... <i>R. Bigelow Lockwood</i>                                        | 81                          |
| Training the College Mind Toward G. E..... <i>Augustus Paul Cooke</i>                                        | 89                          |
| Patent Medicines Threatened in England..... <i>Thomas Russell</i>                                            | 93                          |
| Billy Sunday, Copy Writer..... <i>H. T. Mitchell</i>                                                         | 99                          |
| In the "Good Will Ledger"..... <i>Arthur A. Higgins</i>                                                      | 109                         |
| The Letter-Writing Diplomat..... <i>F. C. Manning</i>                                                        | 117                         |
| Giving the Dealer Business-Building Tips in the Advertising.....                                             | 125                         |
| Chain-Store Methods to Revive Dead Country Stores..... <i>G. A. Nichols</i>                                  | 131                         |
| A Grade-Mark May Also Serve as a Trade-Mark.....                                                             | 141                         |
| Reversing the Letter of Endorsement.....                                                                     | 145                         |
| Year-Round Advertising for Athletic Underwear..... <i>Arthur Joyce</i>                                       | 150                         |
| Makers of "Stouts" Band Together for Better Retailing..... <i>E. McKenna</i>                                 | 154                         |
| The Eastman School of Professional Photography..... <i>S. C. Lambert</i>                                     | 165                         |
| Editorials .....                                                                                             | 176                         |
| The Unchanging World—When the Pump Must Be Primed—A Selling Tax on Foreign Trade—Credit and the Bank's Duty. |                             |
| The Little Schoolmaster's Classroom.....                                                                     | 183                         |

# *Impression* *and* *Reiteration*

are the two Hand-maidens of good advertising, for through reiteration, impression is made that becomes permanent, an impression that leads to action, *i. e.*, the purchase of the commodity advertised. Both are emphasized in Out-Door advertising.

Thos. Cusack Co.

Harrison & Loomis Sts. Broadway at 25th St.  
CHICAGO NEW YORK



## *Why Color Ads Pay In The Chicago Tribune*

Only in the "Blue Ribbon" Fiction Section of the Sunday paper does The Chicago Tribune sell color.

What the public think of this "Blue Ribbon" Fiction Section is evidenced by the fact that it has been a prime factor in raising circulation from 350,000 to 750,000 during the past five years.

It has long been the practice for newspapers to print second rate or second-run fiction, but The Chicago Tribune has broken away from this tradition. It buys the best stories by the leading authors of the day, bidding against the magazines for literary prizes by Chesterton, McCutcheon, Hergesheimer, Wodehouse, Blasco Ibáñez, Walpole, etc.

*Not more than three color ads can appear in any issue of The Sunday Tribune, so that every one stands out conspicuously.*

# The Chicago Tribune

**THE WORLD'S GREATEST NEWSPAPER**

Tribune Bldg., Chicago—512 Fifth Ave., New York—406 Haas Bldg., Los Angeles

Write for *The Tribune's 1920 BOOK OF FACTS.*